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# Example of Marketing Manager, Global Job Description

Our innovative and growing company is hiring for a marketing manager, global. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing manager, global

* Develop a global business strategy for assigned segments (Includes a fully integrated marketing plan with clear direction, management, and positioning of key products and brands)
* Identify market drivers, trends, opportunities for the company
* Partner with internal and external groups in developing targets and driving improvement to our global visibility (contact database) in selected markets and segments with relevant personas / job titles
* Develop best practices to increase contacts, driving opt-ins via web and other digital channels
* Drive visibility process improvement and standard work for increasing, cleansing, appending, and achieving the visibility targets by segment and geographic region
* Management and tracking of campaign budgets, the analytics, collection and reporting of lead generation results in Marketo, and reporting actuals versus campaign targets
* Execute the implementation of US go-to-market activities relative to each segment, including pre-launch activities, product launches, rollout plans, introductions, promotions, surgeon training
* Lead VSP/Customer interface events and oversee / participate in professional meetings (AAOS, CCJR)
* Participates in defining convention and medical education strategies (surgeon courses) nationally and regionally
* Provides segment specific learning’s and insight into product organization for new product development and existing product enhancements

## Qualifications for marketing manager, global

* Direct marketing experience in financial services or retail
* Ability to create and deliver presentations to make recommendations identify pros/cons in decisions
* BS in marketing or business required
* 5+ years total work experience in digital marketing and strategy, including cross-functional roles
* Minimum 3 years of digital marketing experience (either in agency or brand marketing) with at least 1 year industry experience in web or software application marketing
* Proficiency with MAC software applications including the Adobe Creative Suite Microsoft software applications including Excel, Word and PowerPoint