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# Example of Marketing Manager, Italy Job Description

Our company is looking for a marketing manager, italy. 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, italy

* Contribute to a culture of openness, trust and collaboration across EMEA marketing, local business and external partners
* Manage translation, editing and delivery of literature suite from English into locally required languages, develop content where necessary
* Work with product, investment, sales and marketing partners to build relevant content for various audiences to consume in a variety of formats, with a strong focus on the opportunities that the digital space offers
* Liaise with compliance team to comply marketing materials including brochure wear and marketing powerpoint presentations to local standards
* Provide support to local event organization with materials , PPT and other relative tools (video, invitation, etc)
* Monitor on a regular basis material, publications and advertising format from main competitors
* Develop and coordinate the realization of “ad hoc” marketing materials to support local mandates and taylor made initiatives, locally designed specifically for Italian clients
* Help define the consumer marketing plan
* Work both at the planning level by generating bold and innovative ideas for growth and at the tactical level by managing advertising campaign execution, creating and optimizing campaigns, analyzing traffic data and solving problems
* Draft and localize marketing collateral and advertising creative for various digital channels

## Qualifications for marketing manager, italy

* Fluent in both Italian and Spanish
* Experience with web/mobile analytics programs , Adobe Analytics, Google Analytics, Search console, Semrush, Project management tool, Sistrix, Basic HTML skills
* Good experience in platforms migration
* Proof of results reached during the previous digital marketing experiences
* Experience with social media management & digital media (online publishing, video, music)
* Experience working across different regions and cultures, in industries like consumer electronics and/or telco is a plus