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# Example of Marketing Manager, Italy Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of marketing manager, italy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing manager, italy

* Manage a portfolio of marketing activities including events and digital marketing programs to budget and target, as agreed with the Senior Corporate Marketing Manager in EMEA, including negotiating terms with vendors, processing contracts and purchase orders, setting program parameters and targets, ensuring accurate lead capture and import, and monitoring follow up cycles with sales
* Create or adapt content as required for campaigns or to support the demand generation and sales activities in the relevant verticals
* Analyse and report on results and suggest enhancements to improve current and future activities
* Work with the Senior Marketing Director in EMEA and relevant sales teams to keep them updated and gather feedback and input for future campaigns
* Keep up to date on relevant industry topics to ensure our messaging and activities are relevant and topical
* Developing and executing multi-channel campaigns targeting key audience segments or key destinations
* Defining the local strategy for global campaigns aligned with the Global Brand strategy
* Act as a local expert for the Italian market across all marketing functions and channels, including localization input of marketing content
* Develop partnerships and co-marketing opportunities to drive awareness and consideration of the HomeAway brand and platform both for new supply of homes reaching more travellers
* Exploring new pilot programs to find new and different ways to reach and engage our key homeowner audiences

## Qualifications for marketing manager, italy

* 5+ years of product marketing or consumer marketing campaign development in [Italy/Spain] with 3+ years’ event planning experience and/or B2B2C or B2B marketing strategy including experience in direct response or lead generation marketing and outreach
* Local market expert with a passion for reaching people in new and unique ways through new channels
* Experience in guerilla marketing, influencer strategy and digital marketing/Social media trends
* Ability to leverage partnerships and propose co-promotional offers
* Online and e-commerce experience is a plus
* Ability to work successfully with cross functional groups such as partner success, customer service, and product marketing teams to execute marketing strategies