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# Example of Marketing Manager LATAM Job Description

Our innovative and growing company is looking for a marketing manager LATAM. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing manager LATAM

* Manage end-to-end feedback loop to track leads that are delivered to Sales and report on their ROI
* Assist with the planning and execution of client/prospect events (conferences, webinars, parties) across LATAM
* Manage communication with key stakeholders across the business, including regional business leaders and marketing teams
* Work with local PR teams and agencies to execute mid-market media campaigns
* Manage regional execution and run programs and events, including customer program activities
* Maintain calendar of key launch/event dates related to localized marketing and sales for the product lines in collaboration with the product teams, PR, advertising, customer care and other channels
* Formulates product marketing strategies and tactical execution for systems manufactured worldwide
* Assesses existing products with new product offerings to enhance overall brand portfolios and advocate reduction in number of systems/SKUs sold globally
* Understands pricing and payment environment in each country, and performs market analyses to evaluate portfolios and work with in-country Team Members to provide financial and technical justification for product selection
* Uses sales forecasting and end user sales to ensure/measure growth and analyze business developments and monitor market trends

## Qualifications for marketing manager LATAM

* Financial or client services background preferred
* Strong work ethic with adaptability and flexibility
* Ability to thrive in a demanding environment, requiring high degree of flexibility, plus deadline-driven productivity, commitment, adaptability, communication, initiative and follow-through
* Expertise using the Microsoft Office suite, particularly Word, Excel and PowerPoint and Sharepoint
* Work on daily reporting & bid and budget optimization to improve the ROI of campaigns
* 10 years of marketing (B2B experience/lead generation/digital marketing)