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# Example of Marketing Manager LATAM Job Description

Our company is hiring 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

* Synthesizes customer needs into new product development requests as needed to provide Corporate Research and Development with clear customer requirements for country market segments
* Visits current and prospective customers, attends trade shows, promotional events and meetings to educate on product lines, ascertain customer interest and response and build and maintain key relationships
* Monitors competitor product and marketing activity to formulate counter plans and maintain awareness of global and industry-wide product requirements and new market opportunities and technology trends
* Works with internal customers during country visits and observes surgery, attends meetings and discusses product line maximization and local marketing activities
* Provides assistance with development of country product marketing plans
* Conducts technical product training and marketing presentations to support product introduction and promotion, in-bound surgeon visits and customer tours
* Coordinates information exchange with management, product development, meeting planners, clinical research, regulatory personnel and other business units to ensure early awareness and promote global decisions and actions to get product to market
* Responsibility for the identification, assessment, development, negotiation, marketing, implementation, and ongoing management of alliance relationships regionally, with direction given by the Director of Marketing
* Work with the Director of Marketing, towards the continued development and expansion of business to business opportunities regionally, including detection of opportunities on an upward strategy with feedback from key hotels in region, contract negotiation, development of a marketing plan, and implementation of outcoming feasible strategies/actions
* Develop processes and delivery systems for all programs and initiatives that result in a continuous improvement of actual performance versus strategy

## Qualifications for marketing manager LATAM

* Experience working with sales teams, understanding of the sales lifecycle
* Proficiency with multiple analytics and database tools common within a marketing organization (e.g., MixPanel, Tableau, Marketo, Google Analytics, SQL would be a nice to have)
* Performs other responsibilities as assigned based on business need
* Bachelor’s degree in Business, Finance, Engineering or Healthcare/Biomedical
* Experience in market research, business strategy/analytics and product marketing
* Knowledge of the Latin American Culture, markets and economy