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# Example of Regional Marketing Job Description

Our innovative and growing company is hiring for a regional marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for regional marketing

* Partner with regional managing principals and office/practice leaders to plan and execute strategies for developing existing or new markets and sectors
* Drive integration across practice areas, identify opportunities for new service offerings and thought leadership outreach
* Align the firm’s global strategies with local market considerations
* Manage lead generation and tracking as relationship development process
* Structure and lead learning programs around marketing/business development
* Conduct research on potential new markets, geographies, or clients
* Develop and track success metrics against strategies for constant improvement
* Manage marketing & communications resource staffing for both sales support deliverables (proposals / bids, ) and marketing & communications efforts (advertising, events, PR/media, social media efforts, content marketing)
* Oversee and participate in market research studies, advertising and promotional development programs, sales organization development, internal control systems and procedures, sales training, customer relations programs
* Track marketing effectiveness and develop models to determine project paybacks

## Qualifications for regional marketing

* Experience with performance marketing (preferred, but not mandatory)
* Bachelor’s degree or higher in English, Marketing, Communications, Journalism or related field
* 40% of time will be travelling to branches across the region for in-person coaching, training and participating on sales calls
* Demonstrates good writing capabilities for collateral, web, social media, campaigns
* Experience with Salesforce.com and Marketing automation platforms required
* Previous minimum 2 years experience as a Marketing Analyst (or Finance Analyst) mandatory