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# Example of Regional Marketing Job Description

Our innovative and growing company is searching for experienced candidates for the position of regional marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for regional marketing

* The Regional Marketing Manager (RMM) plays a central role connecting the region to the global team and connecting the marketing function to the commercial sales organization
* These will be determined on start based on business needs, the job holder will have full responsibility for scope and delivery and will be accountability for delivering the agreed project objectives
* Work with Regional VP to develop regional specific marketing plans and programs utilizing allocated marketing budget to achieve annual sales goals
* Facilitate the marketing planning process for assigned dealers
* Conduct ongoing plan management of dealer marketing plans throughout the year including, budget allocations, tactics, customer targets, qualified lead management and ROI metrics
* Facilitate share growth within the small customer segments (1-100 fleet size)
* Foster the adoption of sound CRM, database, prospecting and lead generation activities among assigned dealers
* Increase efficiency and performance in lead management at dealer level
* Act as a support arm for the regional sales teams in achieving their business plan goals
* Understand and support all product and service offerings available to International dealers and customers

## Qualifications for regional marketing

* Possess a goal-oriented approach, with the desire and capability to track activities to business metrics and an overall plan
* A proven ability to apply a well-defined brand voice
* Bachelor degree in a marketing, technical, or scientific field
* 2+ years of relevant commercial marketing / market research experience in a complex, global organization
* Ability to communicate with clarity both orally and in writing
* Experience in manufacturing, chemicals, or materials industries preferred