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# Example of Territory Marketing Manager Job Description

Our growing company is looking to fill the role of territory marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for territory marketing manager

* Develop demand generation strategy for key field activities to drive audience acquisition
* Manage programs and work with cross-functional digital marketing and events team members to execute campaigns
* Build and manage a calendar for demand generation programs in the United States to provide transparency for and create alignment with key stakeholders
* Ensures the efficacy of the Senior Programs marketing plan by formulation, communication, execution of innovative sales and advertising techniques, and development of plan products
* Develop overall and product specific marketing and sales strategies to build market share and brand awareness
* Develop, recommend, and track market strategies to acquire and retain market share
* Remain current on customer needs, industry trends, market activities, and competitor actions to create reliable sales forecasts and opportunities
* Customizes global marketing plan for the territory (or Geo plan where Head of Geo Marketing exists)•Coordinates the execution of the marketing plan across Retail, e-tail, Local Digital Partners by collaborating with other team members•Coordinates cross channel marketing plans
* Execute the agreed go to market (GTM) plan and drive all the marketing components of the Geo Norton Business across their assigned territory
* Ensure that all sales and marketing activities are optimized at the territory level

## Qualifications for territory marketing manager

* Communicate changes in the market place that may impact the Company's product lines and development activities
* BA/BS degree, 5 years of marketing or similar experience
* Managed Care/Healthcare experience preferred
* 3 plus years of community outreach experience
* Strong knowledge of the Fashion and Sportswear industry and cultural trends in the marketplace
* Understanding of the NYC and East territory market, including consumer and retail trends