Example of Country Marketing Manager Job Description

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

Responsibilities for country marketing manager

- Ensure plans/strategies anticipate the changes taking place in the markets and respond to current customer need, constraints & requirements
- Participate and provide input to strategic marketing plans for the product/product line for Global Business Unit
- Support the implementation of local marketing activities including market research
- Implement communication plans, promotions and other marketing programs in conjunction with the local Marketing and/or Sales team
- Create promotion material for local market consistent with Global/European brand and message guidelines
- Develop, adapt and implement training needed to train customer-facing employees in the country
- Develop a good understanding of competitive strategies in the country
- Provide marketing input into Business Development initiatives throughout the evaluation and contribute to Global/Europe strategic plan development via the European Marketing group
- Build solid relationship with key opinion leaders within the local market
- Develop and lead a marketing team/ a team of product managers and be responsible to enhance further marketing competencies

Qualifications for country marketing manager

management and financial reviews
- Gains the confidence and trust of others through their own authenticity, ethical standards and follow-through on commitments
- Ability to use standard software applications, such as Microsoft Office, including advanced knowledge of PowerPoint and Excel
- Works effectively within a team-based environment
- Local Success Model (LSM) input and review, feeding key learnings and information to the Nordic Trade Marketing Team to define effective 4Ps strategy on our brands
- 10+ years' experience in B2B technology marketing