



Example of Geographic Marketing Manager Job Description

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Our company is growing rapidly and is hiring for a geographic marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for geographic marketing manager

- Develops a strategic selling approach by identifying key accounts for products, and monitoring and tracking high value accounts
- Develops, writes, and executes marketing plans for key products, including the creation of tools needed for successful outcomes
- Creates product information, which includes marketing message and copy, sales forecasting, and sales kit
- Develops competitive knowledge to help shape product positioning and product development, leading to increased market share
- Conducts product training and presentations, for staff and customers, using face to face, or virtual formats
- Works with authors, sales and marketing teams to schedule author activities in support of products
- Interacts with customers to gain first-hand experience with customer needs, and support sales
- Works with the global sales and marketing teams to solicit and analyze market feedback, which can include but not be limited to peer reviews, surveys, events, focus groups, and customer visits to determine effective product messaging, sales messaging, for products in development and in use
- Prioritizes and ensures timely and accurate completion of marketing projects
- Utilizes in-house systems (E1, Magellan, IPS, Data Warehouse, ORCA) to perform various marketing tasks (inventory management, sales figures, product information, account database inquiries)

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- Excellent written and presentation skills speaking with customers
 - Evidence of strong writing skills and ability to form and build effective sales tools
 - Travels as needed for event marketing, sales meetings, and in support of marketing initiatives
 - Minimum of three-years marketing experience, preferably in publishing or educational field
 - Display initiative and flexibility, detail oriented, and ability to effectively work on multiple projects simultaneously
 - Possess critical abilities such as thinking strategically tactically, and ability to successfully prioritize tasks in order to ensure that all projects are on schedule