Our innovative and growing company is looking for a geographic marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for geographic marketing manager

- Develops marketing messaging and product positioning with the product development teams
- Coordinates our online customer outreach, including Webinars program, blog, and creation of content for our social media activities
- Conducts some product training and presentations, both internally and externally
- Performs some supporting administrative roles, including coordinating author and speakers' field work and travel, supporting international sales and marketing teams, and preparing presentations
- Travels to sales meetings and conventions, and some field work with sales
- Tracks budget items related to areas of responsibility
- Sales support for pan regional sales efforts for NGP Europe
- This role will report to the marketing director and work alongside the sales team to help develop ideas and content solutions for our clients across the NGP Media portfolio including TV, Print, Digital, Events and Social platforms
- Respond to custom content RFPs and help develop strategy, treatments, storyboards and presentations to win business
- Where appropriate, help manage the production process of custom content projects working with internal and external teams across all NGP platforms

Qualifications for geographic marketing manager

- Display initiative and flexibility, be detail oriented, and effectively work on multiple projects simultaneously with ability to prioritize tasks to ensure that all projects are on schedule
- Knowledge of commonly-used business communication software
- Management of NG Talent and events where required
- Hands-on experience in content production a plus
- Understanding of the nuances and strategies applied to different platforms