



Example of Geographic Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our growing company is searching for experienced candidates for the position of geographic marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for geographic marketing manager

- You will lead the effective launch of new products, which includes training Sales Reps, developing tactical marketing plans and sales strategies, and calibrating/ building sales tools and communication elements
- You'll execute seasonal marketing, positioning, and promotional plans for your product lines including conference and exhibit strategies, sales strategies, and communication plans
- You'll connect and collaborate with the product teams, sales team, and customers with an ever-present goal of crafting sales stories that resonate with customers and impact the business through national, state, and localized campaigns
- You'll develop product features, advantages, benefits summaries and targeted market segment identification to heighten marketing impact and increase sales consultant success
- You will travel to participate in the creation and delivery of professional and product presentations at sales consultant trainings, state/local school level program adoptions, conferences, exhibits, and conventions
- Plans, schedules, tracks, and coordinates the development and deployment of marketing and promotional actions, campaigns, materials, and other implementations as defined in seasonal marketing plan on time and within budget
- This role will work alongside our sales team to help develop ideas and content solutions for our clients across the NGP Media portfolio including TV,

- Take lead in responding to custom content RFPs and help develop strategy, treatments, storyboards and presentations to win business
- Manage the production process of all custom content working with internal and external teams across all NGP platforms
- Participate in client and agency meetings and presentations

Qualifications for geographic marketing manager

- Ideal candidate is a self-starter, confident, energetic, positive, focused, dependable, pro-active resourceful and possess a 'can do' attitude
- Strong experience with project management
- 5+ years' experience in Product Marketing or consultative selling
- Technical savvy in MS Office and presentation channels
- Project management of the entire client fulfilment process
- Travel required from time to time to manage sales in key regions in Europe and work with key teams in the US