



Example of Geographic Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our company is looking for a 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

- Works closely with the Global Product Marketing Managers to develop effective sales strategies including messaging and positioning for front and key back list product
- Implements local campaigns including email campaigns, webinars, conference presentations for global product, including creating of tools needed to achieve sales goals
- Supports a strategic selling approach by working directly with key accounts and being a key member of the team developing proposals and presentations to win new business at key accounts
- Develops, writes, and executes marketing plans for adult education products, including the creation of tools needed for successful outcomes
- Plans and executes one national customer event and assist the sales team in planning and executing local customer events
- Plans and manages the conference strategy
- Collects and analyzes 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
- Utilizes in-house systems (Magellan, IPS, Data Warehouse, ORCA) to perform various marketing tasks (inventory management, sales figures, product information, account database inquiries)
- Travel required (event marketing, sales meetings, and in support of marketing initiatives)

Qualifications for geographic marketing manager

- Hands-on experience in content production essential
- Minimum of two-years marketing experience required, preferably in publishing or educational field
- Excellent communication and interpersonal skills are essential, and includes the need to be able to work effectively with other departments within the organization
- Strong presentation skills, including experience creating presentations
- The role requires thinking strategically tactically, and must be able to successfully prioritize tasks in order to ensure that the US team achieves their objectives
- Field or sales experience desirable