



Example of Global Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of global marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for global marketing manager

- Translates marketing objectives into a creative concept for a new campaign to launch a new product and/or to sustain market attention for a product
- Assists in content updates for Fluke internet and Fluke websites
- Composes content, manages media and website look and feel either directly or using vendors
- Builds strong relationships with ID and USD teams to ensure successful launch of new sites / new products (tools/SW) and collaborates to ensure launch of new sales enablement tools and collaborate to ensure launch of new sales enablement tools
- Meticulously plan and budget for events event upfront, providing regular updates to local stakeholders, detailed briefs to attendees and team members and management
- Have a good understanding of Account Based Marketing and how events can support the sales effort in this model
- Curate engaging and industry relevant keynote speeches and panel sessions for our industry thought leaders
- Own internal communications of events, ensure our global team are fully informed of global events and the opportunities they present
- Manage events on the ground, you must be able to work from a strategic perspective but also roll up your sleeves and muck in on the ground

Qualifications for global marketing manager

- Capable of prioritizing and completing multiple projects with deadlines and budget constraints
- Ability to influence across and up the organization to effectively negotiate and persuade others
- Flexibility to travel globally to regions and customer sites at least 30% of the time
- Working knowledge of web analytics HTML, CSS, and JavaScript development and constraints
- Levels/grades within the organization and outside of the organization
- Demonstrated ability to work collaboratively with cross-functional internal departments external vendors