



Example of International Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of international marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for international marketing manager

- Monitor programs of other streaming services and keep current on industry best practices with regards to subscriber acquisition and customer communication/retention
- Develop marketing materials for each International office to support local initiatives
- Maintain strong relationships with external marketing agencies, media, partners and local associations
- Develop and distribute International marketing newsletters supporting multiple lines of business
- Provide on ground support where needed for event and talent management under Director's supervision
- Lead the planning and development of seasonal multi-channel marketing plans for key EMEA and LAAP distributor markets
- Work with GTM Manager to adapt materials, including advertising creative, lifestyle and product photography, online content, and collateral to meet Intl Distributor needs and specifications
- Distribute all Columbia Marketing materials to International Distributors and ensure that the materials are authorized for use in the particular countries
- Communicate and train the International Distributors on the Columbia standards for advertising, public Relations promotions and Cooperative activities and explaining changes to the Columbia Brand guides

materials

Qualifications for international marketing manager

- Ability to take initiative, develop work processes, provide marketing analyses and summary reports as necessary
- Ability to apply project management, marketing and analytical skills to the video business
- Self-starter – ambition and drive to succeed and progress within the Company
- Must possess a professional, proactive and positive approach
- A deep interest in and demonstrable knowledge of the film business will be a pre-requisite to success in this role
- Experience with Asian and/or Latin American markets is preferred