



Example of Marcom Manager Job Description

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Our growing company is looking for a marcom 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 marcom manager

- Support countries in local adaptation and implementation of global campaigns
 - Manage marketing communications program budgets, including all vendor and contractor activities in accordance with process
 - Work in partnership with WW and other US-led teams to drive US engagement through a set of WW-led and US-led events
 - Collaborate across USM&O on a set of events that support our Digital Transformation story
 - Associate with local charities and organize the CSR activities of the hotel
 - Work closely with key figures, officials, and representatives of local community groups within the city to ensure constant high profile exposure for the hotel
 - Organize environmental and charity events connecting the hotel with the local community
 - Work with advertising agencies or PR agencies to maximize hotel exposure and ensure ads represent brand identity
 - Develop internet marketing strategy for BGs, base on business requirements and market/competition trends, within the context of global BG and China online strategy
 - Key contact/hub//resource for all BG-related global and China internet marketing initiatives and processes
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- Ability to pull and interpret marcom demand from the business, marketing and sales leaders and other key stakeholders and turn it into effective work streams, marcom projects with the marcom CoEs
- Ability to oversee execution of the regional go-to-market plan within the allocated, distributed marketing budgets
- Solid marketing communications understanding with regard to value proposition development, messaging framework, marketing campaign development & planning, competitive marketing tactics, and sales tools creation, combined with a knowledge of oil and gas, chemical, power, utility and/or software industry
- Strong organizational and communications skills and the ability to oversee/ manage multiple projects, cross functionally
- Effectively engage with regional stakeholders in marketing, sales and corporate communications to lead the development and/or translation of marcom assets and regional marketing campaigns, both for new product launches for sustaining horizontal or vertical marcom purposes
- Ability to establish a prominent role within the region with regard to the implementation of outbound marcom activities, concepts and best practices