



Example of Marketing Manager, Americas Job Description

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Our company is growing rapidly and is looking for a marketing manager, americas. 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 marketing manager, americas

- Identify lead generation opportunities and offer ways to accelerate the sales cycle
- Follow the instructions and performs other duties as may be assigned by Supervisors
- Participates in and completes any company required training programs
- Meet all applicable EHS & Compliance requirements and implement all applicable corporate EH&S standards
- Assist in development and execution of global marketing and business strategies for the Energy & Resources Global Marketing Group within the HPP division
- Help ensure technical & sales activities are consistent with Global Marketing Group business strategy
- Participate in the development & implementation of key new opportunities in order to achieve targeted growth and sustainable & profitable business performance
- Monitor competitor & customer business and strategy developments
- Assist in the development and implementation of communication programs and GMG literature to ensure positive image positioning in the relevant market segments
- Help identify & investigate new business opportunities by accessing new technologies, geographies, building alliances & potential acquisitions

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- Prior Footwear or apparel industry experience
 - Strong problem analysis and resolution abilities
 - 4 years of digital marketing experience (B2B experience preferred), preferably with a focus on high tech
 - 4 years progressive experience in sales development, marketing, product marketing, and/or sales enablement for an enterprise software provider
 - Requires a minimum of 6+ years of work related experience in high-tech marketing, product marketing, or channel partner program management with an emphasis on field disciplines and partner marketing with a proven history of success
 - Strong marketing competency and demonstrated experience in marketing strategy, budget management, demand generation, partner management, and marketing communications