



Example of Marketing Manager, Americas Job Description

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Our growing company is searching for experienced candidates for the position of marketing manager, americas. 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 marketing manager, americas

- Guide, support, and develop Marketing Communications Specialists in the creation of global marketing programs and personas for their assigned platforms - provide strategic guidance, share best practices, "roll-up your sleeves" to help them develop, and offer recommendations for experimentation / pilots
- Coordinate with other regional Marketing Communications Managers on regional efforts (e.g., campaigns, events) and in the development and execution of major initiatives for the global organization (e.g., customer engagement, content strategy, customer insights)
- Establish the Americas budget and maintain accountability for performance of marketing initiatives against commercial objectives for leads, opportunities, and overall impact on Celanese
- Identify opportunities for content development and suggest marketing opportunities (e.g., new messaging, channels, tone) that improve the overall effectiveness of Celanese's marketing efforts - engage all available communication channels and tactics
- Customer technology solution strategy development - recommend strategic product mix and customized value propositions to solve customer business challenges, directly resulting in increased sales, improved client retention, and higher client yield
- Delivering effective lead generation marketing campaigns with the support of

- large tradeshows, Account Based Marketing strategy and tactics, field events, webcasts, digital marketing campaigns, and direct mail
- Leveraging compelling content, offers, and product promotions, to drive demand and interest within target segments using the latest B2B Marketing technology innovations
 - Working cross-functionally with key stakeholders– Marketing Operations, Product & Industry Marketing, Global Campaigns and Programs, Corporate Marketing, Sales, Public Relations, Analyst Relations, Product Management, Web & Creative Services– to develop, execute, analyze and refine programs
 - Acting as central resource for the Americas Web Marketing team for coordination and dissemination of information of cross-divisional and regional initiatives
 - Acting as a liaison to the Americas Emerging sales team – ensuring your marketing programs support their target numbers, and communicating all things marketing to the team

Qualifications for marketing manager, americas

- MS or higher degree in Chemical Engineering or Chemistry is preferred
- Project management skill from initiating a project to seeing it to fruition
- Ability to work as part of a diverse high-energy team
- Ability to communicate and interact effectively both internal (globally) and external
- Ability to promote discussions with others, to provide guidance, and to make persuasive presentations
- Ability to identify and address critical quality, production, safety and environmental issues during the product development cycle