



Example of Marketing Manager, Asia Job Description

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Our company is searching for experienced candidates for the position of marketing manager, asia. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing manager, asia

- Develop and manage implementation of integrated communication strategy aligned with Global marketing seasonal initiatives and product stories
- Leverage and adapt Global advertising creative for local relevance
- Create and develop effective and efficient media strategy, planning and buying working with Zenith
- Manage agencies (Zenith and creative) & freelancers
- Liaise on marketing bulletin clarification and brand updates in a timely manner
- Work with markets on merchandising requirements ensuring execution is in line with brand guidelines
- Support market supply queries and issues
- Coordination and deliver regional production of GWP's to markets
- Develop and recommend relevant collaterals APAC use – DM, fragrance educational DM
- Prepare presentations for Regional and Brand Market Visit Meetings

Qualifications for marketing manager, asia

- Impeccable presentation and writing skills
- Able to work autonomously in a non-HQ environment
- Online and/or digital media experience
- Good influencing and persuasive skills
- Ensure proper adoption and usage of our key assets including 1st party data,

- Partner closely with regional marketing teams, organic social, creative and product to maximize the total efficacy of our efforts