



Example of Marketing Manager DACH Job Description

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Our growing company is looking for a marketing manager DACH. 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 DACH

- Understand issues facing sales force and their customers
- Manage regional marketing needs including the creation and maintenance of brochures, fact sheets and performance summaries, other monthly and quarterly collateral updates, article reprints, regional sales ideas, and distributor specific requests
- Management of regional customer reference programs providing customers for speaking opportunities, press references, case studies
- Responsible for investing the marketing budget in DACH
- Coordinate and manager media and creative agencies in DACH
- Own the voice of the member for DACH, and feedback to key partners
- Conduct in-market new product validations, member research and NPS studies
- Build the brand in Germany, reaching new members and ensuring clear understanding of our value proposition in the market
- Work closely with the Product teams to inform, define and launch product initiatives that are unique and deliver on these value propositions
- Acquire members through paid performance such as SEM, email and display advertising and develop and implement new ideas to drive member growth

Qualifications for marketing manager DACH

- Strong level of independence and efficiency while maintaining a high-degree of organization
- Great communication and interpersonal skills.- Bachelor's degree- Advanced degree (preferred)
- Excellent written and oral communication skills in English and a second language (German/French) is a plus.
- Support market development efforts in territory to include marketing evaluations, congresses, customer meetings and workshops and presentations, development of third party product technical papers, sales aids and educational materials
- An experienced Marketing leader, with experience in strategic and operational marketing management