



Example of Marketing Manager DACH Job Description

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Our growing company is hiring for a marketing manager DACH. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing manager DACH

- Partner closely with global teams to leverage existing and relevant work
- Develop all retail marketing programs including branding, funding and executable elements in the DACH region, keeping in-line with overall global and EMEA-wide scope
- Assist in developing field marketing process/merchandising solutions in region
- Drive the development of custom in-store fixtures with key retail partners
- Inspire and coach a team of Client Solutions Managers to excel in their role driving the success of our clients
- Drive forward strategic and operational priorities for the DACH, EMEA and Global CSM teams to accelerate the growth, scale, and adoption of LinkedIn Marketing Solutions
- Co-lead with sales partners
- Work closely with the local sales team and regional sales leader to build the field marketing strategy and campaigns
- Manage campaigns from defining the objectives through to handing over the leads, ensuring follow-up and measuring their success
- Partner with the EMEA events marketing manager to deliver all German events from an annual flagship event to smaller workshops and partner events run at scale

Qualifications for marketing manager DACH

- 5-6+ years marketing experience in IT/TK/CE or FMCG environment with a recognised A-brand company
- Improving the efficiency of plans by coming up with new ideas and monitoring competitor activity
- Marketing related or relevant degree
- Excellent analytical skills, passion to evaluate, learn and optimise activity going forward
- Great presentation skills to successfully communicate marketing ideas and concepts to internal teams