



Example of Marketing Manager DACH Job Description

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Our innovative and growing company is hiring for a marketing manager DACH. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing manager DACH

- Ensure that field marketing tactics all provide a consistent message
- Overall responsibility for German marketing sourced opportunity and pipeline numbers
- Develop German content including customer stories, sales materials presentations and thought leadership
- Build and run our German PR strategy
- Work well with the rest of the European marketing team
- Manage the German field marketing budget
- Play a key role in building strategy and creative campaigns
- Partner closely with EMEA regional marketing teams to develop authentic campaigns that are built on regional insights and connect with local audiences
- Write creative briefs to guide the global creative process and align internal marketing teams on goals and overall strategies
- Project management of campaign cross-functional initiatives including (but not limited to) leading, organizing, mobilizing and planning internal task force meetings and brainstorm sessions and external filmmaker kickoffs/presentations

Qualifications for marketing manager DACH

- Strong personality and ability to work in a sales focused culture
- Well organised with a strong professional mindset
- Native German language, fluency in English required

- Experience in campaign management, online advertising and lead generation campaigns, event and CRM systems