



# Example of Marketing Manager DACH Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing manager DACH. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing manager DACH

- Demonstrate mastery of verbal and written communication skills and presentation skills, as you will lead meetings and manage workflow with many internal and external stakeholders/partners
- Participate in and/or lead lively debates and discussions as you communicate different facets of the campaign to filmmakers, talent and colleagues across the company
- Collaborate with our world class product/engineering team to integrate our originals marketing campaigns within the member product experience
- Provide strategic marketing planning insight on the appropriate marketing activities for the progressive stages of the sales cycle via lead generation
- Own the planning, coordination, project management and execution of the DACH Social Media strategy for the corporate channels, influencers and top executives
- Manage the relationship between several key agencies and internal stakeholders
- Align with local and EMEA stakeholders to create and execute a monthly newsletter for the DACH region
- Responsible for content creation and the deployment of all customer communications to the DACH database
- Ensure that enterprise sales and marketing objectives, strategies and execution are aligned to ensure effective team cooperation

## Qualifications for marketing manager DACH

- Experience in successfully developing, executing and measuring field marketing programs (lead generation campaigns, partner marketing, events management, ), preferably within the IT security industry
- CRM and Email Automation Tool knowledge (SFDC.com and Eloqua a plus)
- Good presentation skills, confident manner, strong analytic skills
- Business fluent in German both verbal and writing (this is a super important)
- Experience in leading a team in a high paced in a fast-paced and collaborative environment
- 7+ years of marketing experience, including experience in accelerating growth via SEO, SEM, display, email and social media