



Example of Marketing Manager DACH Job Description

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

Responsibilities for marketing manager DACH

- Tracking the flow of leads through the pipeline and working with the local sales teams to ensure follow up and understand the impact of marketing campaigns
- Completing ROI reports and working with the sales teams to ensure follow up of leads
- Working with the global program team to manage customer and partner satisfaction reports and attrition analysis
- Local marketing budget management
- Support the execution of PR and global campaigns and events where relevant such as the EMEA PUG or webinars
- The Ability to develop, execute and track success against an account based marketing plan
- Strong campaign development and writing skills
- Strong verbal communication/presentation skills in German and English
- The ability and desire to engage directly with customers
- A strong understanding of the sales process

Qualifications for marketing manager DACH

- Strong brand management & channel marketing experience
- Excellent knowledge in the TT market
- Ability to manage the marketing plan and strategies, marketing budget and

- Drive full mix marketing campaigns utilizing all elements of campaign management
- Integration with all indirect teams within region to deliver integrated multi-channel campaigns and understand the customer activity, awareness and impact within region