



Example of Marketing Manager East Job Description

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Our growing company is looking to fill the role of marketing manager east. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for marketing manager east

- The ability to work autonomously, be proactive, and take initiative and do so within the structure of the organisation and guidance of your leadership
- Work with the Director of Regional Marketing to implement local marketing strategies (events, media, digital content, partnerships, sponsorship, PR, etc) that support corporate objectives and field acquisition-based marketing efforts
- Keep a consistent pulse on the cultural landscape – what is new and next – and actively explore how to be part of the cultural conversation
- Occasionally serve as brand representative at local events, working closely with the field team and club personnel in coordinating and executing grassroots marketing efforts
- Guarantees profitability of the offer (price, mix)
- Create and lead KOL development and tracking activities
- Develops and secures approval for consumer and business-to-business segment marketing plans and budgets
- Directs cross-functional, cross-organizational teams and agencies in execution of segment plans and budgets
- Localizes or develops messaging relevant for the markets of Middle East and East Africa and manages/monitors delivery of same across marketing and sales assets
- Adapts or develops local insight-based customer segmentation strategies and defines customer experience plans and executes them

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- At least 5 years of relevant marketing experience within the healthcare industry or an agency working with Healthcare clients (experience with Life Sciences companies is preferred)
 - Basic understanding of the healthcare environment in Europe – knowledge / awareness of key stakeholders and current issues is desirable
 - Experience in designing, organising and managing large-scale marketing campaigns or events
 - Ability to work independently and engage stakeholders within a global organization
 - Experience in working with stakeholders across a number of countries with difference languages and cultural norms
 - Understanding of financial principles and profitability measures