



Example of Marketing Manager, France Job Description

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

Responsibilities for marketing manager, france

- Develop and execute key 360° local relevant campaigns
- Develop & deploy consumer event strategy
- Work closely with the Regional forecaster to supports markets with forecasting guidelines & ensure
- Align the mid-market audience strategy (awareness, pipe, mature/close), pilot/control/guidance to EMEA digital and manage dedicated budget
- Lead campaigns and run drumbeat of activities quarterly with Business Dev
- Co craft Industry initiatives with sales engineers & business dev
- Deliver breakthrough ideas, innovation and leadership to drive our go to market for our installed base and net new community via all relevant mediums and channels
- Collaborate with regional and global marketing stakeholders to gain input into the program strategy, campaign approach, creative direction and impact measurement (goals/performance)
- Develop Strong Partner Marketing Insights of the French partner ecosystem (Solution Providers, SI, OEMs)
- In collaboration with the partner managers team, build a clear mapping of the partner ecosystem in France, including guidance on business development and recruitment

Qualifications for marketing manager, france

- Experience in a business-to-business (B2B) environment, high-tech products/services required
- Technology background preferably software experience with SaaS and or/online marketing technology experience
- Development of GTM plans and full execution of these plans
- Directly led, pipeline and demand generation efforts including lead nurturing programs