



Example of Marketing Manager, France Job Description

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

Responsibilities for marketing manager, france

- Accountable for the engagement and management of the partner marketing funds aligned with business goals
- You'll be responsible for managing our annual bucket of partner marketing funds, and attributing funds to partners aligned with business plans and goals and present measurable results
- We expect you to develop a structured working methodology, respecting corporate guidelines of engagement of partner funds for ensuring follow up of each activity
- Develop an accurate budget planning respecting timelines
- You'll success will be measured upon the impact of activities you'll implement with partners, and therefor you'll be measured against generated pipeline and ROI of the activities
- As partner marketing manager you will be responsible for ensuring the business follow up of all the leads coming from joint partner activities, and ensure opportunities are reflected in our CRM SFDC
- Actively participate in international calls for deploying global and pan-emea campaigns and sharing local best practices
- Represent the French team within the Global and EMEA Partner Marketing & Partner Sales teams meetings, driving strong bi-directional communication and collaboration
- You will also be in charge of our ISV (software vendors | OEMs marketing strategy

Qualifications for marketing manager, france

- Works with only minimal management participation, is a self starter, team player and results driven
- Understand CRM (preferably Salesforce.com)
- Demonstrate outstanding through-the-line marketing expertise
- Ability and examples of driving innovation/disruption in the business and the business model
- Driven by ROI outcomes related to events programmes and pipeline generation for regional Account Executives
- Overseeing all aspects of corporate events, including logistics, budgeting, vendor and partner management, content development, and working with sales to drive strategy around the event