



Example of Marketing Manager, France Job Description

Powered by www.VelvetJobs.com

Our growing company is looking for a marketing manager, france. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing manager, france

- Create and presenting high-quality documents and presentations
- Lead cross-functional marketing initiatives and brand partnerships
- Partner with the European and Central digital teams to ensure leverage of best practices
- Optimize web marketing strategy and manage web resources to increase web traffic, sales inquiries from web forms, AWS account sign ups and other business results
- Create local contents in alignment with Central and Local Teams
- Build, launch and report marketing campaign using Marketing Automation tools
- Ensure quality of centrally localized assets localize assets when needed for Campaigns
- Drive success for digital marketing efforts through SEO, SEM, Social media, web analytics, social media monitoring and demand generation programs
- Proactively plan to address new market segment opportunities and react to unforeseen challenges aligned
- Activate content in multiple campaign channels, ensuring proper tracking and reporting for effectiveness

Qualifications for marketing manager, france

- Tracking program results, measuring success, and reporting to marketing and sales
- Maintaining event and overall program budgets
- Work with partners and their marketing/sales teams to design and implement joint campaigns
- Create and manage campaigns within Salesforce.com in order to support metrics for lead dashboards and quarterly business reports
- 2-4 years field marketing experience