



Example of Marketing Manager, International Job Description

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Our company is growing rapidly and is hiring for a marketing manager, international. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing manager, international

- Help affiliates from over 40 countries clear and source content for local promotional, co-op and retail initiatives, and coordinate production and approval process for all artist products
- Set up and oversee promotional schedule, photo shoots, media interviews, and performances in conjunction with the US label, artist mgmt
- Oversee int'l tour marketing activities including facilitating ticket and interview requests, radio shows, and radio visits
- Document and report progress and sales to EVP, affiliates, senior management and artist management
- Coordinate frontline album campaigns with ICMG to maximize sales across an artist's catalog
- Designing the early engagement strategy around Customer Experience (E2E Journeys) for key Customer personas (Decision Makers, Program Administrators, Card members) in order to enhance their day-to-day interaction with GCP in International markets
- Rolling out and leveraging necessary capabilities in order to optimize and standardize the experience of our Customers in International markets
- Setting up "Growth strategies" based on Behavioral analytics, Benchmark models and Trigger campaigns in order to identify and leverage opportunities to increase our share of wallet within the early tenure segment of our Customer base
- Distributing marketing information including title kickoffs, solicitation of

- Collecting/consolidating territory marketing plan information, and release recap information

Qualifications for marketing manager, international

- Possess an in-depth understanding of both online and traditional media social media
- Maintain strong working relationships with LA based International Marketing department, Opcos & Strategic partners other divisions/ stakeholders (eg Acquisitions team, Operations & Legal)
- Commercially astute - a strong business partner, balanced with the need to maintain effective control over day-to-day activities
- In-depth understanding of digital media, technology and the competitive International distribution environment
- Ability to operate comfortably at both the strategic and tactical levels, and is a strong collaborator consensus and alignment
- Passion for movies/films and affinity with international business environment
a plus