



Example of Marketing Manager, International Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of marketing manager, international. 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, international

- Engage with Learning Solutions' international partners and multilateral organizations to promote Learning Solutions' mission
- Manage in-house creative and production teams on the development of multimedia advertising campaigns to support promotional programs
- Assist in the development and sale of promotion and co-marketing concepts to current and potential advertising partners
- Lead in the production and maintenance of sales development tools, such as the IMS Planning Guide & worldofespn.com
- Operate as the lead International Marketing contact for Latin Region, facilitating marketing operations and communicating as necessary across the team
- Consult with both potential clients and international Sony Music companies to determine their marketing objectives and present, deliver, and sell integrated programs that will meet these objectives
- Position Sony Music as the preferred music content provider for all Sony family marketing activities
- Secure strategic placement for Sony Music content across the Sony family's various retail assets, advertising campaigns, hardware distribution and dedicated music platforms
- Create new opportunities by sharing best practices between markets and

- Work with label, artist management and foreign markets to develop launch plans, ongoing marketing campaigns and artist development strategies for signed frontline releases

Qualifications for marketing manager, international

- A desire to thrive in our unique company culture
- Experienced at analyzing large sets of data to inform decisions
- Strong influence and management skills with the ability to apply in a wide variety of geographies and cultures are necessary
- Strong leaderships skills with the ability to function as the Manufacturing BCs lead on high profile projects around the world are preferred
- Experience in product marketing including market plan development and execution is desired
- Up to 70% travel annually to regional area(s) of responsibility (outside United States)