



Example of Marketing Manager, Italy Job Description

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

- Be the main point of contact for coordination with Central Marketing, Content and Studios teams, and othe internal stakeholders
- Support the goal of accelerating Paid Prime Member growth engagement in France, Spain and Italy, through delivering best-in-class marketing activities
- Establish a data-driven approach to localization of our marketing actions and messaging, generating clear learnings and success metrics through strong data driven and other local benchmarking insights
- Work closely with the Content and Studios team to understand the pipeline of new content releases that will support the locales across new and existing customers, and make sure the launch/growth playbook and initiatives are in line with local needs and strategy
- Optimization of Adwords and Bing Ads campaigns (A/B testing and results analysis)
- Manage our media agency for online search and SEO
- Creation and managing of new landing pages
- SEO mobile optimization and tracking performance results
- While the role will be based in our Amsterdam office, it will require frequent travel in the region
- Support the development of and deploy HomeAway's event strategy within the local region, defining the annual roadmap for the local market such that it supports the broader HomeAway initiative(s)

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- Well versed in all marketing strategies
 - Deep understanding of the Italian IT partner market landscape through management of partner marketing or sales in an IT company
 - Ability to build and manage a consistent and compliant budget
 - Strong in interpersonal acumen
 - Fluent French and/or Italian and/or Spanish speaker with excellent written and oral English skills
 - Hands-on mentality, experience in creating local campaigns based on international templates