



Example of Marketing Manager LATAM Job Description

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Our innovative and growing company is looking for a marketing manager LATAM. 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 LATAM

- Ability to travel throughout the Latin America region up to 80% of time
- Establish and Perform training activity to reach our end customers and grow our market share
- Leverage the regional and global functional expertise, global programs and content
- Drives the execution of integrated marketing plans for EMEA and LATAM
- Creates, develops and implements an effective strategy to provide marketing support the respective region in conjunction with the Global Regional Marketing Manager and Corporate Marketing
- Serves as a key strategic contact and in-field support for all marketing related activities
- Creation of regional specific marketing content
- Support webinars and advertising initiatives
- Track and report on incoming leads from various marketing initiatives using salesforce.com
- Ensure that all marketing programs produce positive return on investment (ROI) or other applicable success metrics and targets

Qualifications for marketing manager LATAM

- Basic understanding of Portuguese with willingness to perfect the language
- Project management experience in organizing, planning and executing

- Demonstrated effective verbal and written communication skills for the purpose of negotiating with alliance partners and providing information to clients, vendors, senior management and staff
- Knowledge of hotel operations strongly desired
- Knowledge of financial and accounting principles and concepts
- Strong negotiation and contracting experience