



# Example of Marketing Manager, Latin Job Description

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Our growing company is looking to fill the role of marketing manager, latin. 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, latin

- Executes marketing plan through strong project management skills, including hands on development of collateral, digital elevations, Works collaboratively with various groups within the organization (e.g., sales, marketing, client service, operations, technology) to achieve goals through digital and traditional channels
- Works collaboratively as a consultative partner with business and marketing colleagues in developing concepts to support campaigns
- Ensures that marketing programs are deployed using accurate, consistent, compelling and customer oriented internal and external communications
- Leads/participates in projects related to building the foundational needs of the marketing function in a quasi-start up / growth environment
- Creative Campaign - you will kick off the regional creative brief to guide the creative process and align with local marketing teams and cross functional teams on goals for the campaigns
- Production - understanding of offline and online production in order to work with the regional integrated producers in the production and deployment of the marketing campaign
- In collaboration with LAI Marketing and Global Head of Content, set vision for role of branded content across the region
- Coordinate efforts with our Spanish ministry sales person
- Think up crazy effective and blue sky campaigns to run with our external partners!
- Work closely with digital team to create and execute int'l digital campaigns -

## Qualifications for marketing manager, latin

- At least 3 years of experience, preferably at a studio, entertainment or advertising agency with an emphasis on Content Marketing and/or Entertainment
- Will require frequent travel
- Bachelor of Art or Science degree in marketing or related field required (MBA preferred)
- Work hard to stay aligned internally while we're all running at 100 mph
- Be fluent in Spanish (preferred) and in Portuguese
- You may autonomously lead projects from start to finish (i.e., structure analyses, gather data, generate insights and communicate findings)