



Example of Marketing Manager Sea Job Description

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Our innovative and growing company is searching for experienced candidates for the position of marketing manager sea. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing manager sea

- Builds and leads the team in SEA with a clear vision regarding brand & product strategies by defining strategic opportunities, conducting insightful and fact-based analysis delivering recommendations to ensure synergy of communications across markets and implementation of best practices
- Develops and builds the brand to increase market awareness, product demand and drives brand growth through strong integrated marketing campaigns including digital marketing strategies
- Leads the team in defining strategic problems, conducting insightful, relevant and fact-based analysis and delivering recommendations to the team
- Identify and spearhead SEA social media platforms and develop local partnerships as well drive localized campaigns within existing Global social media platforms
- Oversees the planning, implementation and development of new marketing ideas in local countries
- Optimize resource allocation including budget allocation and control
- Drive local Email strategy balancing global brand consistency while driving commerce locally
- Study and communicate competitive intelligence and insights
- Work with geography sales and marketing teams in the development and implementation of marketing plans to deliver business volume and solutions income
- Lead deployment of action segmentation and key account management for developing highly focused customer strategies for targeted customers

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- Proactively deploy customer analytics, market intelligence and volume/market share, competition analysis and drive alignment between product lines and sales and marketing teams on the performance metrics and market share and customer strategy for securing customers performance and market shares
 - Be the center of expertise for deployment of effective marketing and sales tools to build deep customer knowledge, customer relationship engagement and thereby build a highly customer centric business system in the geographies
 - Drive AVS growth strategy to deliver the budgeted AVS earnings
 - Provide thought leadership and organization capability to the commercial teams for building connectivity with our risk management and structured finance teams and work with them to provide customized solutions for our customers
 - Manage the key Regional customer accounts
 - Responsible for meeting Budget, Revenue and Traffic targets