



Example of Marketing Manager Sea Job Description

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

- Manage local agencies and execution partners
- Manage and mentor the rest of the regional marketing team
- Support in the execution and coordination of PanAMA Marketing projects in close partnership with HQ functions and the countries (360 launch, Always On Engagement programs, Sell-in tools, Training materials, etc)
- Be the regional expert to ensure AMA POV reflected in global briefs, ultimately delivering global assets that resonate across the AMA markets
- Be the main point of contact for the Global Marketing team to ensure calendar and stories alignment, full efficiency in assets usage, all plans & reports submissions
- Key liaison to manage & deploy all marketing assets and materials to markets
- Manage AMA A&P budgeting & ROMI tracking process to drive marketing effectiveness in markets
- Drive omni-channel marketing & communications approach that strives to offer seamless consumer experience with the brands
- Drive 360 Digital marketing approach with MOBILE First mentality in digital media & content strategy demand & traffic generation
- Ensure cross-functional alignment by forging strong partnership with country commercial teams to support the achievement of business objectives and revenue targets

Qualifications for marketing manager sea

- Good knowledge of Southeast Asia automotive business, market and product, especially on trucks business are preferred
- Great experience in marketing research and analysis
- Excellent analytical, strategic planning and organising skills
- Good level of self-confidence and able to work independently
- Good interpersonal skills, high team-work spirit
- Excellent proficiency in Microsoft Office suites