



# Example of Marketing Manager Sea Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is looking for a 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

- Dual brand responsibility in Levi's and Dockers
- Some of the critical areas for focused training will include Marketing Planning, Product Innovation, Pricing Strategy, Promotional Strategies, Marketing Communications, Brand Strategy, and Digital Marketing
- Consult with regional and local subsidiary leadership teams to identify priority training areas for competency improvements, then set and execute plans to address needs
- Establish a network of Best in Class Organizations for Customer Insights and to provide marketers the opportunity for direct interactions to obtain 'Outside in perspective'
- Coach/prepare the marketers in the Global Marketing Excellence Awards nominations to structure/ position/present
- May have direct responsibility or work with functional leader for functional strategic planning, including establishing and managing budgets for departments in the immediate organization
- Problem solving requires hypothetical thinking to determine best solutions for complex problems
- Develop a Region/country specific marketing strategy which should blend and lay emphasis on GTM (Go To Market) plan along with priorities of the local markets, thereby ensuring optimal use of local communication channels
- Ensure all regional marketing activities and results are effectively communicated to sales and other stakeholders
- Develop deep insights on all segments, adjacent markets and growth

## Qualifications for marketing manager sea

- Excellent communication skills in both written and oral with cross-cultural competence and customer relationship management
- A passion for video games and the entertainment industry
- Strong understanding of the Geographic region, with ability to detail key markets & consumer groups within those markets
- Knowledge of key cultural celebrations and holiday periods, including key relevant market events that are unique to the market (eg
- Detailed understanding of key market partners in the region (Distribution, retail, 1st Party, Agency)
- Knowledge and appreciation of local market language composition (spoken & text) and the various resultant modes of communication that EA should utilise to converse with players in the region