



Example of Marketing Manager Sea Job Description

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Our 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

- Conduct market and product opportunity assessments
- Closely monitor market trends, collect information on competitive products that may influence short-term and long-term product and brand strategy
- Understand the customer and consumer mindset/behavior and key barriers to adoption and utilization/purchase and be able to effectively incorporate insights into the development of programs/ads
- Team Management- responsible for management and training and development of South East Asia Marketing team to understand the overall business objectives and strategies including and key aspects of customer and consumer marketing barriers and initiatives
- Agencies/Vendors – responsible for managing and setting the South East Asia marketing strategies and direction
- Work with regional sales and distributors to drive sales achievement of responsible product lines
- Provide products' training for internal sales and distributors product presentation for interior designers and developers through co-work with Trade Marketing Team and retail sales team
- To ensure the new product launch announcement to be distributed timely
- Manages and coordinates critical processes related to business planning, marketing plans, portfolio management and development, market research, new product launches, business performance tracking, and multi-channel marketing
- Delegates tactical tasks and objectives based on the marketing plan

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- You come with a strong affinity for online marketing, e-commerce and the fashion sector
 - Firm grasp of market socio-economic factors such as demographics and market infrastructure indicators (eg
 - In-depth knowledge and practical knowledge of marketing tools
 - Capable to build relationship with key partners
 - Experience in managing agencies and production partners
 - Strong communication skills with ability to work in a multinational and diverse market environments