

JOB DESCRIPTION

TITLE: Regional Marketing Manager
REPORTING: Head of Marketing
DEPARTMENT: Marketing

PURPOSE OF THIS FUNCTION:

You will play a significant role in aligning sales and marketing efforts to help in growing the company's revenue streams. You will work closely with sales, marketing and product teams to localize and implement the marketing campaigns (digital as well as offline). This is to generate top quality leads and market information to develop the sales pipeline and help in achieving revenue goals.

- You closely work with regional business development & sales team to lead the channel go-to-market strategy by devising and managing partner programs across the region.
- You are naturally creative with strong interest in lead and demand generation, goal driven, analytical and has a strong business acumen.
- You will be joining a highly effective and consistent marketing team that is delivering a compelling message for the company's products and solutions, with a strong contribution in the overall revenue goals.
- This team utilize a multi-channel integrated approach that uses data analytics, market research, strategic planning and execution as a formula for success.
- This team plays a significant role in demand and lead generation, content creation, building of market awareness for the company, growing thought leadership and increasing customer acquisition.

JOB RESPONSIBILITIES,

- Implement the localized marketing campaigns and initiatives to help in driving the sales pipeline, managing of the channel partnerships and strategic alliances and the strengthening of existing client relationships.
- Grow and manage a suite of marketing initiatives to generate sales leads. Focusing on activities such as (but not limited): digital marketing campaigns, roadshows, seminars & webinars.
- You will be the company's brand representative by interacting directly with customers through events, and effectively articulating the company's value proposition.
- Build relationships with local media & press.
- Work with Sales team on lead pipeline management, follow up on leads, and marketing activities both local and regional.
- Improve/reuse relevant marketing contents to support sales and business development team at different stages of the customer journey.
- Develop an account-based marketing strategy to help in ensuring customer retention and

potentially increase revenue in these key accounts.

- Predict, measure and evaluate the result of marketing programs in order to optimize the marketing qualified leads to sales qualified leads conversion rates and quicken the sales cycle.
- Continually build a strong understanding of regional market trends, customer preferences, product capabilities and competitors' strategies so as to execute relevant and effective in-market programs.

REQUIREMENTS

- Minimum Bachelor Degree in Business or Marketing
- 3-5 years of relevant Marketing experience
- Relevant experience in digital marketing, events and social media is highly beneficial
- Traveling may be required
- Good teamwork and leadership capabilities
- Highly driven and able to take initiative
- Must be fluent in English and local language