

Job Description

Title: Regional Marketing Manager
Reporting: Senior Regional Marketing Manager
Department: Marketing

Purpose of this Function:

We are looking for a talented Regional Marketing Manager to join our Global Marketing Team and to help provide support for the marketing team and its initiatives. 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.

Job Responsibilities

- 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.
- 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 to): digital marketing campaigns, roadshows, seminars & webinars.
- Work with Research & Education Department to plan and manage events.
- 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.
- Improve/reuse relevant marketing contents to support sales and business development team at different stages of the customer journey.
- 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 to execute relevant and effective in-market programs.
- Handle the region's social media assets and localize social campaigns and engagements.

Requirements

- Degree in Business Management, Marketing or equivalent.
- At least 3-4 years of relevant working experience in marketing professional services, Fintech, banking or similar fields and ecommerce technology companies.
- Drive, competence, highly organized, initiative and a willingness to learn.
- Strategic and creative mindset.
- Ability to work under pressure/ tight deadlines.
- Good teamwork, analytical and problem-solving skills.
- Familiar with Marketing CRM such as Hubspot or other automation tools will be advantageous.
- Great in interpersonal and communication skills
- Experience and knowledge of Inbound Marketing is highly advantageous.
- Must be willing to travel when required.
- Candidate must have good communication skills in English and local language.
- Proven leadership quality with good interpersonal, presentation and communication skills.
- Operates independently and efficiently to manage multiple projects and deadline simultaneously.