

## International Marketing Manager

### Key elements of the job

- o Assuming control of international marketing activities.
- o Planning international marketing strategies and the annual marketing plan.
- o Implementing integrated marketing activity: including advertising (print), PR, direct mail, merchandising, brochures and other printed material, presentations, exhibitions/trade shows, email activity, internal communications.
- o Offering a high service level to all clients, both internal and external.
- o Brand management.
- o Budget management.
- o Effectively tracking performance of marketing initiatives, including ROI calculation.
- o Communicating company wide information effectively through different channels.
- o Maximising brand exposure professionally.

### Some of the requirements...

- o University graduate.
- o International marketing experience.
- o Ability to demonstrate delivery of a very high standard of work performance.
- o Experience of budgetary and cost control.
- o Creative flair.
- o Extensive copywriting experience.
- o Excellent written and verbal communication skills.
- o Skilled with all Microsoft Office applications.
- o Planning and organising skills.