

Example of director of international marketing essay

[Business](#), [Marketing](#)



Job Identification

Under the Director for Marketing (DM), the Director for International Marketing (DIM) is responsible for the overseas brand awareness vis-a-vis revenue. The DIM is responsible for the development of the international marketing plan, ensure its cultural effectively and sensitivity, and collaborate this with the DM, guaranteeing that the company branding is intact despite adjustments with cultural considerations. The DIM will be in-charge of the execution of the marketing plan and is to create the DIM core team to base in the headquarters that will manage the network of country marketing groups. In line with this, the DIM is responsible for research of local and industry including the filing system and information dissemination system of the data gathered. This will include contacts and potential leads directory that will build the international network data base. (LinkIn)

Lastly, the DIM will facilitate the creation of the web-based operations of the international group and oversee its maintenance.

Job Description

The Director for International Marketing is responsible for the planning and execution of the overseas marketing plan. He will also be in-charge of international marketing research, data management and web facilities. He must have strong marketing background and management skills. Flexibility and multi-tasking are assets as well as proficiency in Windows operations (Word, Excel, Powerpoint). He will be based in the national office but must be willing to travel abroad often. (IPSwitch)

Work Cited

IPSwitch. International Marketing Manager – File Transfer Division. Web. Jan. 31, 2014

Linked In. VP, Global Marketing Director. GARP. Web. Jan. 31, 2014