

Marketing Coordinator

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Company: Logitech

Location: Buenos Aires

Category: other-general

Description

Job Title:

Marketing Coordinator - Distribution and Channel

Profile: As a Marketing Coordinator specializing in Distribution and Channel , you will play a crucial role in developing and implementing marketing strategies to promote our technology solutions within distribution channels. You will collaborate with cross-functional teams, channel partners, and internal stakeholders to drive brand awareness, lead generation, and market penetration. The ideal candidate possesses a strong understanding of distribution and channel ecosystems, along with a passion for leveraging technology to enhance business processes.

Responsibilities:

Collaborate with Logitech's central marketing team to correctly execute global strategies.

Analyze market data, trends, consumer preferences, and competitive behavior to optimize local marketing strategies.

Cooperate with the central content team to ensure message consistency, ensuring that each piece supports the brand's vision and goals but is adapted to local markets.

Supervise and effectively coordinate the activities of local agencies to ensure the proper execution of assigned tasks.

Develop marketing materials that reflect the quality and innovation of our products,

including brochures, presentations, mailings, etc.

Collaborate with the sales team to support their initiatives, ensuring alignment between marketing and sales.

In conjunction with the sales team, plan, execute, and monitor marketing campaigns aimed at generating new customers and enhancing existing ones.

Provide support to distributors and channels in designing and implementing local marketing plans.

Analyze and implement improvements in points of sale.

Coordinate the trade marketing team for the proper relay of information and implementation of plans.

Plan, organize, and coordinate events, webinars, and trade fairs targeting channel audiences. Develop pre and post-event strategies to optimize the impact of participation.

Monitor and analyze key performance metrics related to distribution and channel marketing initiatives.

Provide weekly/monthly reports to assess the effectiveness of campaigns and adjust strategies accordingly.

Key Skills:

Marketing Strategy: Development and execution of comprehensive strategies aligned with business objectives.

Creativity: Creation of engaging and memorable content for various platforms and audiences.

Strategic Relationships: Building strong relationships with distribution partners and effective collaboration with internal teams.

Campaign Management: Planning and overseeing campaigns that generate tangible results and reinforce brand presence.

Data Analysis: Tracking and analyzing key metrics to assess performance and guide decision-making.

Requirements:

Solid experience in marketing with an emphasis on distribution and channels.

Advanced analytical skills and the ability to work in a team.

Intermediate to advanced level of English

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