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| cid:image001.jpg@01D00345.A8EB6410  **Marketing Communications Manager – Consumer**  **Summary of Job Profile**  The marketing Communications Manager – Consumer role reports to Central marketing Organization (CMO) lead as part of the M&O field organization. The Marketing Communications Manager – Consumer is responsible for the strategic development, management and integration of marketing communication campaigns built in collaboration with Corp ‘through the line’, aligned to meet the business objectives across the Subsidiary / Area. This role also has day-to-day agency management responsibility for one or both of Microsoft’s globally appointed Advertising and Relationship Marketing Agencies.  **Role / Responsibility**   * Contributing to strategy and implements detailed tactics, all with a high level of impact on customer experiences. Lead digital strategy development and implementation aligned to business priorities across SMSG organization. Align with segment marketing strategy to drive business objectives. * Implementing quality in communication and target group messaging by localizing the global campaign strategies into relevant market approach to guide subsidiaries. * Developing relevant value propositions per audience to increase brand awareness, purchase intent and demand. * Developing a relevant communication-mix-scenario for global advertising campaigns in the area (for subsidiaries), with digital at all relevant touch points. * Budget accuracy in campaign planning: media-mix versus effective target messaging and participating in budget allocation to support corporate and local business priorities. * Day-to-day management of marketing agencies and develop agency strategy for digital capabilities including capacity and skills assessment. * Campaign management, campaigns metrics and ROI reporting.   **Qualification**   * 5~7 years of solid Marketing Communications and marketing experience. * Experience working at a large global multinational a plus. * Innate ability to navigate through a complex matrix organization and lead process changes. Must be inspired by Marketing Communications execution. * Strong project management skills. * Strong ability to influence and impact. * Great communication and collaboration skills. * Good creative sensibility. * Strong analytical capabilities. * Detail oriented work style.   **Application**   * Apply online : https://careers.microsoft.com/jobdetails.aspx?ss=&pg=0&so=&rw=2&jid=169439&jlang=EN&pp=SS * Application due date : 6 PM, Feb 6 2015   **Contact**  김유미 차장 │ Staffing Consultant │ yumikim@microsoft.com |