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# Example of Alliance Marketing Manager Job Description

Our growing company is looking for an alliance marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for alliance marketing manager

* Support TELUS-Partner alignment activities through program management of cross-stakeholder initiatives, creation of partner briefings and joint dashboards
* Manage execution of partner programs such as certifications, Marketing Communications activities, partner portal administration and work with extended stakeholder teams to maximize TELUS competitiveness
* Manage administration, tracking and execution of partner investments and funding (including Market Development Funds, Volume Incentive Rebates, R&D Funding) aimed at growing TELUS’ capabilities and reducing time to market
* Support sponsorship funding activities related to TELUS Business Solutions events
* Collaborate with extended TELUS stakeholder teams to share insights, align on common priorities, and strategy
* Engaging Partners and going to market as one team
* Measure and track results using appropriate tools and systems to influence and inform planning for 2018
* Ownership of the international partner marketing budget ensuring campaigns are delivered efficiently
* Engage with and build marketing relationships with a focused list of strategic alliance partners with whom we will jointly develop market-leading integrated solutions, accelerate our time to market and/or further expand our presence and relevance in adjacent markets
* Drive joint marketing strategy and go-to-market planning, promote alliance relationship and integrated solutions, develop joint messaging, positioning and relevant content, and manage programs and campaigns to drive alliance business goals and influenced revenue`

## Qualifications for alliance marketing manager

* Experience working pan-European
* Knowledge of Data protection, Cloud and associated technologies
* 8-10 years of Marketing/Advertising experience with at least 3-5 years in a partner facing marketing roles
* Experience of working at or with – Cisco / Amazon / HP / Oracle a big plus
* Ability to travel up to 25% a must
* Contribute to the development of a comprehensive marketing strategy aligned to regional organisational strategy and develop a pricing strategy in relation to specific Business Units