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# Example of Alliance Marketing Manager Job Description

Our growing company is searching for experienced candidates for the position of alliance marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for alliance marketing manager

* Be knowledgeable and familiar with industry trends and competition, and apply that knowledge in daily work
* Develop, grow and maintain partner relationships across relevant disciplines
* Manage, measure and report the success of each strategic alliance for which you have responsibility by employing a consistent alliances management process and metrics
* Understand the role of North America marketing while balancing the needs of the field and global teams
* Builds alliance programs for numerous audiences including indirect channel selling models, end users and internal awareness
* Manage the hands-on day-to-day execution of marketing plans, deliverables, and action items for Cisco (and possibly others)
* Own all aspects of marketing planning, assigned budget management, outcome reporting, event orchestration, and more
* Collaborate with regional field marketing and sales to ensure they are educated on alliance message and associated activities that impact their job
* Keep executive management in the loop on significant or strategic changes with alliances on a consistent basis
* Manage multiple campaigns from budget management to conception and launch through evaluation

## Qualifications for alliance marketing manager

* Basic knowledge of HTML to edit content on event and landing pages
* Can hit aggressive deadlines while delivering high quality work
* Ability to work independently in changing environments, and the ability/willingness to learn
* Enjoy working with a fun, diverse team
* Minimum of 8+ years of experience within a partner marketing, partner business development, or partner go-to-market role
* Experience in a senior management role in alliance marketing