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# Example of Alliance Marketing Manager Job Description

Our growing company is looking for an 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

* Own Veeam’s Alliance solution positioning, messaging and go-to-market strategy for customers and prospects
* Work directly with Veeam’s global marketing team and strategic alliance partners to develop and execute joint campaigns
* Produce B2B communication materials for channel partners and end users, creating compelling and informative content for Alliance partner and Veeam audiences
* Assist the PR team with press releases, award entries, directory entries and customer case studies
* Work with external resources and contractors as needed
* Create the Global Alliance marketing plan with defined initiatives and milestones and track ongoing quarterly pipeline, revenue, marketing and business metrics
* Interlock with joint sales and marketing teams to identify potential prospects and establish key priorities
* Participate in quarterly business review meetings across Alliance Partner’s Sales, Marketing, and Executive teams
* Establish, manage and analyze program metrics and deliver regular reports to senior management on campaign plans and results
* Collaborate with marketing groups (Events, Paid Media, Digital and Programs) to increase partner engagement in alignment with the Alliances Team objectives

## Qualifications for alliance marketing manager

* Experience working with a team that is geographically dispersed to drive alliance initiatives
* Knowledge of and experience working with global systems integrators, solution resellers and influencers, management consulting and professional services organizations, and cloud service providers
* Experience proposing, defining and leading executive level marketing strategy and go-to-market initiatives
* Executive level business judgment, leadership, strong influencing and communication skills, including experience presenting to industry and leadership audiences
* Minimum of 8 years of experience with strong emphasis in digital marketing
* Experience in social media marketing and demand generation practices