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# Example of Alliances Manager Job Description

Our innovative and growing company is hiring for an alliances manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for alliances manager

* Works with the Publicity, Creative Advertising, Digital, Targeted Marketing and Field Promotions teams on all assigned films to enhance overall marketing efforts and leverage any partnerships
* Develops promotional tactics and creative ideas for domestic partnerships on assigned films
* Works with various internal legal teams to ensure compliance with all required approvals and clearances as it relates to the use of film materials by our third-party promotional partners
* Works Premiere screening and after-party events for assigned films, on an as needed basis
* Prepares field directive, coordinates screening programs and prize fulfillments on all assigned films
* Prepares and updates multiple domestic and worldwide reports as needed including but not limited to weekly partner status reports, marketing calendar, and legal contract status report
* Assists Director in maintaining, tracking and updating domestic budgets on assigned films
* Develops and maintains numerous databases and oversees management of property files including all elements needed to execute programs
* Assists in directing asset management and asset distribution process for worldwide offices and domestic partners
* Helps to develop wrap reports and memos upon film releases for distribution to senior management and filmmakers

## Qualifications for alliances manager

* Thorough working knowledge and successful engagement of go-to-market strategies for ISV
* Competitive Positioning/Strategy
* Proven track record managing successful, creative, and scalable partner marketing programs at high growth companies
* Insightful understanding of top business drivers for global partners
* 10+ years of demonstrated channel/partner/alliance and/or field marketing experience with a high growth technology company (5+ years in the infrastructure market, preferably storage, virtualization, or networking)
* Experience building and executing go-to-market plans with large Alliance partners including working across large matrixed sales organizations, building effective sales campaigns and managing joint pipelines