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# Example of Business Marketing Manager Job Description

Our company is looking to fill the role of business marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for business marketing manager

* Lead successful audience development initiatives that increase attendees at Bloomberg BNA’s live and online events, including the implementation of integrated marketing campaigns using email, social media, PR, online marketing and telemarketing
* Lead product marketing and lead generation for the Cross Platform Business in order to develop new sponsor relationships and expand existing relationships to maximize revenue
* Develop Marketing strategy and tactics for Bloomberg BNA’s Marketing Services business and serves as a champion for Content Marketing across the markets that Bloomberg BNA covers, the Government and Energy markets
* Represent Bloomberg BNA at relevant industry events and conferences
* Support the development of channel partnerships and works with Bloomberg BNA’s channel partners
* Manage and lead the work of contractors and other team members within marketing and within the business unit to execute campaigns and achieve business goals
* Build landing pages and write copy for email campaigns
* Work with communications team to distribute press releases
* Work with telemarketers to develop audience for events, webinars and digital communities
* Work in partnership with Sales, Product and Marketing groups to increase market share and revenue by prioritizing vertical opportunities, channel programs, campaigns, programs and initiatives to align and integrate the right blend of execution tactics

## Qualifications for business marketing manager

* Successful history of translating complex, technical concepts into accessible prose
* At least 6 years experience in B2B-marketing, ideally in an industry context
* Strong business development acumen and able to manage and execute both strategic, tactical, marketing campaigns and tasks designed to facilitate business opportunities
* Experience with nutrition and wellness programs highly mandatory
* Develop an understanding of Bloomberg BNA’s products, competitors and clients, Bloomberg’s Government and Energy products to maximize growth
* Play a key role in developing and implementing the growth strategy for in-person Events and Marketing Services businesses