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# Example of Business Marketing Manager Job Description

Our company is looking to fill the role of business marketing 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 business marketing manager

* Building and fulfilling our brand promise through the development and delivery of global / regional & local marketing programs
* Developing and executing strategies to engage consumers, with a heavy focus on social / digital, in order to drive business results
* Take an active accountability in helping develop and implement our vNext Direct Business programs including analytics that support extending existing product/service areas in our Direct business framework
* Develop, validate and maintain customer messaging map lead the creation of marketing assets, ensuring customer messaging is aligned
* Analyze and act on KPIs to drive value and business results
* Leverage research insights to collaborate with product development team to ensure we delight our customers and strive for continuous innovation
* Become a brand evangelist and ambassador, empowering customers, employees, and channel partners to become brand advocates and evangelists
* Foster community by helping to build and maintain a sense of community among cross-functional stakeholders including strategic marketing team members, Marketing Services, Communications, Client Account Management, and the Executive team, in order to increase the impact and value of all marketing activity
* Oversee the development of marketing materials for all business development channels
* Capitalize on our national tradeshow presence to build stronger brand awareness with attendees

## Qualifications for business marketing manager

* Embraces transformation & willing to lead change
* Embodies transparency & collaboration
* Metric and performance focused
* Data and impact driven
* Minimum of eight (8) years of combined experience in channel marketing, product marketing, market segmentation, digital marketing, and/or marketing automation
* Minimum of ten (10) years of combined experience in channel marketing, product marketing, market segmentation, digital marketing, and/or marketing automation