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# Example of Customer Marketing Manager Job Description

Our company is growing rapidly and is looking for a customer 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 customer marketing manager

* Measure and forecast business impact
* Map out the enterprise customer lifecycle strategy from soup to nuts
* Be the voice of the customer internally
* Plan on-site awareness blitzes, trainings, events, and strategy sessions with our top customers
* Own the Enterprise CRM strategy
* Arm account owners with customer-facing collateral, thought leadership, and product documentation
* Analyze customer data and turn that data into actionable programs to reverse churn and accelerate spend
* Design the customer experience at our annual Work Without Limits Executive Summit
* Together with comms, run customer research studies and/or surveys
* Together with comms, build out the enterprise customer reference program

## Qualifications for customer marketing manager

* Work with the data team to agree the data segments, providing clear, well written data briefs with clear suppressions
* Work with BT.com to create simple solutions to which allow our customers to interact and engage with us in a faster and simpler way
* Take ownership of providing call & traffic forecasts for the campaigns delivered and taking accountability for the response rates and sales delivered on the back of the campaign
* Taking ownership for campaign results, creating insightful closure reports to be shared up to GM level in the Marketing and Commercial Teams and which should enable Commercial Managers to make decisions on campaign recommendations
* Marketing and / or Commercial experience
* Proven experience in medium scale BTL campaigns using EM, DM and digital