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# Example of Customer Marketing Manager Job Description

Our growing company is looking to fill the role of customer marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for customer marketing manager

* Build extensive knowledge in defined segment group of customers, including appropriate product and solution areas and develop expertise with industry, product, partners and competitors
* Partner with engagement services and the digital marketing team to understand and enhance the customer journey
* Create effective support materials that serve one to many – multiple markets, audiences, products
* Manage strategic marketing plans that help engagement services exceed their goals for creating awareness, improving usage, driving renewals
* Develop and implement a process to obtain, vet, and create internal marketing requests such as templates, tip sheets, videos, and presentations
* Manage projects from ideation through deployment and measurement, including design, copywriting, copy editing, proofreading, and managing creative resources (artists, copywriters, printers, ) to ensure creative concept is adhered to and schedules are met
* Develop an automated library of strategic marketing materials that help customers market their resources to end-users, including library patrons and students
* Ensure innovative and integrated marketing campaigns by staying informed of marketing communication trends
* Analyze all available information to make data-driven decisions that yield the highest return
* Expand role as needs and opportunities associate with this position arise

## Qualifications for customer marketing manager

* Customer centric interest and tendencies
* Familiarity with B2B marketing, lead generation, and sales process space
* Resilient, need to have optimism and passion to continually focus and achieve goals
* Comfort with a fast-paced, dynamic, start-up environment
* An inclination toward measurement
* BS degree in Marketing, Business or related field from an accredited institution