Downloaded from <https://www.velvetjobs.com/job-descriptions/customer-marketing>

# Example of Customer Marketing Job Description

Our innovative and growing company is hiring for a customer marketing. 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 customer marketing

* Establish specific goals for tradeshows and events and develop metrics to gauge success
* Partner cross-functionally with stakeholders from Marketing
* Participate in customer calls to provide support to the field, provide national perspective and gain insights to use in strategic and tactical planning
* Create sales enablement content that teaches how to navigate, nominate and find references from within the reference tool
* Manage and execute the process of customer asset development including entry and oversight of all AtTask steps including leading the process of posting customer assets to the corporate website and sales portal
* Ensure corporate communications receives the most current customer testimonials to promote at events and internal all hands meetings
* Provide latest customer marketing assets to sales and field marketing by way of their respective newsletters
* Research competitors and document intelligence
* Report on reference recruitment and fulfillment by product on a monthly basis
* Identify, document and develop operational processes to support the success of the program

## Qualifications for customer marketing

* Hands on experience with Salesforce.com or similar CRM database system preferred but not necessary
* Hands on experience with Marketo or similar Marketing solution preferred but not necessary
* Experience of working with Agencies, Data Teams, Sales, Service and .com Teams to deliver a comms strategy
* Ability to build statistical models (such as linear regression, logistic ) and customer segmentations a plus
* Minimum 5 years of progressive experience in a contemporary marketing function
* Extremely effective presentation skills and abilities