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# Example of Development Marketing Manager Job Description

Our growing company is looking to fill the role of development 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 development marketing manager

* Serve as a key point of contact for select partnership programs on marketing and sales efforts
* Develop strategies and plans to evolve Marketing capabilities
* Ensure project timelines are met and coordinate priority setting
* Develop and maintain strong key stakeholder, client, vendor and partner relationships
* In conjunction with Technology and Analytics, develop technical and system requirements system designs to meet Marketing Solution requirements and strategies
* Provide project management leadership and thought partnership to multi-disciplinary project teams
* Keep abreast of new technology and industry trends that enhance one-to-one direct marketing
* Contribute to the development of internal processes and ‘best practices to improve marketing effectiveness
* Perform detailed analysis of competition marketing capabilities
* Updates and maintains technical knowledge, identifies and addresses areas for personal development in order to provide a high level of technical advice and guidance

## Qualifications for development marketing manager

* Continue to build upon targeted IDN segmentation strategies (Develop differentiated solutions for each segment, key messaging and programs based on each segments unique issues/needs, align contracting and incentives by segment [i.e
* Develop and execute customer specific annual integrated co-marketing plans to support key product launches and corporate initiatives
* Develop, coordinate and execute a plan of identifying the influencer community and linking it to customers
* Bachelor's degree in marketing or related field required, or equivalent industry experience
* Minimum of 2 years of retail marketing, sales, category management or agency experience
* Merchandising experience in small or large format regional retailers is preferred