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# Example of Enterprise Marketing Manager Job Description

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

* Work in partnership with all sales team to identify new initiatives to build awareness of our investment solutions
* Monitor and refine ongoing communication vehicles in order to a) enable increased sales force effectiveness
* Orchestration & Influence - work closely with segment teams to ensure segment plans contain the right focus on opportunities, benefits and the value proposition of your product/solution areas
* Put in place strong relationships with BG Lead and their PMMs to develop a marketing plan that aligns to the overall business plan for the BG
* Be an extended member of the BG teams and part of their monthly business reviews and Quarterly Business Reviews – put in place and own the marketing contribution metrics aligned to the business plan
* Works across local stakeholders (Product Marketing, Sales, Audience Marketing, CMO Shared Service Centers of Excellence) to help land global engagement program content and demand gen execution across the Sub/Area
* Understands overall program and content strategy, coordinates content reviews and approvals with local stakeholders (including PMMs, Segment Marketing Managers Legal & Privacy) to maximize local relevancy, and oversees and local content production to augment the global content
* Manages the overall marketing calendar aligned to their Global Demand Center portfolio and ensures all relevant marketing executions are properly set up in our systems and tools for tracking and reporting
* Put in place and lead a V-Team consisting of members from the BGs, Partner, DX, Services, CMO, PR and Sales
* Be the sole point of marketing contact in the Sub for the respective priority aligning with PR, Internal Comms etc

## Qualifications for enterprise marketing manager

* Expertise in clearly communicating complex technical issues to enterprise customers
* Bachelor's degree or significant qualifying experience in enterprise product marketing
* A minimum of 10+ years of experience in marketing, strategy, business or consulting
* 5+ years of outside enterprise software sales experience & a BA/BS degree strongly preferred
* Set up Developer Evangelist integration (where relevant) and include into priority plans and ensure ongoing relationship is in place
* Influence the budget allocation and measure effectiveness of plans working with the Data Insights & Planning Lead