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# Example of Enterprise Marketing Manager Job Description

Our company is searching for experienced candidates for the position of enterprise marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for enterprise marketing manager

* Develop and manage the execution of multi-faceted and integrated marketing plans that create demand and build awareness of strategic solutions across key verticals
* 5+ years success in commercially focused roles in the healthcare industry
* A strong strategic ability to develop customer segmentation models that result in differential levels of product/services being provided
* An ability to capture and develop deep customer insights to create innovative customer solutions
* High level interpersonal skills, with the ability to engage with and influence key, senior level stakeholders, both internally and externally
* Being an effective positive change agent
* A strong alignment with our Credo and ethical standards
* The initial focus will be the eFax Corporate® brand and others may follow with success
* Responsible for developing, driving and measuring success of our various lead generations, sales and marketing campaigns
* Directly responsible for voice of the customer (research) initiatives using same to inform the business on the customer’s agenda in terms of new and existing products, channels

## Qualifications for enterprise marketing manager

* Technology experience in areas desired (data management, database, analytics, DevOps management, application protection and recovery
* Work pro-actively with the UK Named Sales leadership and individual Named Account Managers to both implement global campaigns build and execute activities aligned to the UK sales strategy and pipeline requirements
* Craft and develop relevant and compelling audience-specific messages and tools (product videos, customer success stories, demos, whitepapers, presentations, how to guides, and more)
* Engage with press and journalists as appropriate
* Proven success working directly with large enterprise customers and internal sales teams to achieve long-term customer value
* Experience building packages of service-related offerings