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

# Example of Enterprise Marketing Manager Job Description

Our growing company is hiring for an 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

* Targeting CIOs, ITDMs, IT Pros and Developers to purchase and evangelize our products and solutions – including Azure, OSS, Hybrid Cloud, SQL Server, Enterprise Mobility Suite and Power BI
* Be a strong peer to the C + E Marketing Team Lead who is focused on Infrastructure and Apps
* 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 Data and AI priorities
* Works across local stakeholders (Product Marketing, Sales, Audience Marketing, CMO Centre of Excellence) to help land global demand centre content and demand gen execution across the UK subsidiary
* Put in place and lead a V-Team consisting of members from the BGs, Partner, CSE, Services, CMO, PR and Sales
* Initiate, scope, plan and execute best practice marketing campaigns that will actively contribute to the success of the Enterprise business unit
* Work collaboratively with the market strategy and business development teams to develop messaging for products and services, which forms the foundation of all marketing campaigns in respective sectors
* Produce collateral such as direct marketing, event messaging, white papers, service branding, imagery & video brochures, fact sheets, applications sheets etc
* Set the pace and demand outstanding work from marketing agencies
* Work cross-BU and with the Commercial Team and Director of Channel to help develop the next generation Partner Portal and own the ongoing content development responsibilities

## Qualifications for enterprise marketing manager

* Knowledge of Customer Relationship Management processes, practices, and strategy
* Knowledge of CRM systems and transactional database marketing
* Expertise in MSFT Office (esp
* Experience building and managing teams of direct reports
* Strong analytical and reporting capability
* Understanding of the unique needs of the Mid/Enterprise segments (customers and sales teams)