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

# Example of Industry Marketing Job Description

Our innovative and growing company is hiring for an industry 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 industry marketing

* Facilitate partner inclusion in account teams in the context of Industry Solution cycles
* Customer Engagement (for selected Tier1 accounts, with transformational Cloud opportunities)
* Identify customer-specific solution potential
* Deliver industry presentations in selected Tier1 Accounts
* Business Planning, Industry Marketing and Development
* Deliver industry strategy and business plan
* Drive industry go-to-market and industry marketing execution
* Support demand generation campaigns and marketing events
* Drive execution of integrated campaigns that create new leads, progress pipeline and accelerate win rate for z Systems industry solutions
* Change the way the z Systems platform is a perceived and ultimately exploited in key industries

## Qualifications for industry marketing

* 5 – 7 years of product marketing experience, ideally where the “product” is or involves data
* Confidence, self-starter mindset, and ability able to work effectively with little supervision and authority
* Minimal 3 years of consulting experience within the Distribution & Marketing domain
* Developed deep Distribution & Marketing skills on various topics such as CRM, Omni-channel, customer experience, service design, marketing analytics, …etc
* Must be an outstanding communicator both internally and in front of an audience, with know-how to leverage social and other communications channels to connect with customers
* Familiarity with manufacturing applications and go-to market models