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# Example of Internet Marketing Manager Job Description

Our innovative and growing company is hiring for an internet 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 internet marketing manager

* Set appropriate and aggressive goals, manage and prioritize resources and drive the growth of AWS through IoT partners
* Development of distinctive competence, value proposition and competitive advantage within the IoT product line
* Cross-functional lead to develop and execute marketing programs to drive revenue growth
* Identification of market problems and opportunity sizing to support new product business case development
* Development of marketing collateral including customer facing presentations, Quick Reference Briefs, web content, and product solution briefs
* Lead development and implementation of internal communication for IoT products
* Develop content in support of press releases related to launch of new products
* Responsible for new product sales training
* Support sales, marketing, and product stakeholders as a marketing subject matter expert through developing and executing go-to-market programs
* Supports sales enablement functions including

## Qualifications for internet marketing manager

* Meet with customers and partners to position our solution, learn customer requirements and educate them about our strategy and product offerings
* Help define the overall marketing strategy for all IoT solutions
* Work closely with Dell Technologies IoT org to deliver joint solutions to market
* Bachelor’s degree in IT or digital media preferred
* Experience with IoT technologies and/or companies
* Familiarity with Salesforce CRM and other marketing software will be helpful