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# Example of Manager, Enablement Job Description

Our company is looking for a manager, enablement. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for manager, enablement

* Drive productive usage, high data quality, and value realization of CRM & other digital platforms used by Sales, Marketing, and Service teams
* Actively participate in CRM, Pricing, and other digital platform strategy sessions with Commercial Excellence leaders
* Cultivate strong partnerships with PMT commercial teams, IT, partners/vendors, and other key stakeholders for CRM, Pricing, and other digital services
* Work across teams, both internal and external, and interact with executives, managers, and subject matter experts across our company and partner companies, to ensure we offer our partners the best possible enablement options
* Coordinating with industry leaders and market development team to define sales support initiatives
* Supporting industry leaders to implement growth plans
* Acting as a liaison between internal industry teams, service teams and marketing to ensure that the industry team is bringing proactive growth ideas to the market
* Assisting with creating written content to educate sales team and advance deals such as case studies, competitive information fact sheets, product collateral, and custom work related to industry focus
* Coaching internal industry team on best use of marketing and sales enablement materials
* Fielding ad hoc content and support requests from industry teams

## Qualifications for manager, enablement

* SQL Proficiency and Writing
* Handling talent acquisition requests and onboarding by executing the procedural aspects of managing teams ensuring effective onboarding experiences for staff
* Develop career goals/plans for staff, actively understand staff workload, identify learning and development opportunities, and coach staff to high performance levels
* Resolve teaming issues and drive effective working relationships within Investment Counsellor teams
* Participate in the regular performance management cycle, working closely with Investment Counsellors to understand staff performance, manage low performance through coaching and effective leadership
* Create an environment of employee engagement and effectiveness