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# Example of Marketing Account Manager Job Description

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

## Responsibilities for marketing account manager

* Build relationships, collaborate and work with all key internal and external stakeholders in your business, Sales, brand, Product and Marketing
* Collaborate with the Account Based Marketing Program team to gain consensus for cross-portfolio GTM plans and marketing plays aligned with solution order and sales directives
* Manage and promote an editorial calendar of innovative content and marketing assets that align with the customer journey, sales buying stages, and support the GTM plan for your ABM accounts
* Database of named contacts to align marketing and sales in defining the target audience
* Manage and promote editorial calendar of expert content and marketing assets that align with the customer journey and sales buying stages and support the go-to-market (GTM) plan for your ABM accounts
* Collaborate with the ABM program team to gain consensus for cross-portfolio GTM plans and marketing plays in alignment with strategic product mandates and sales directives
* Manage key account marketing budget
* Assist in developing reports including analysis on performance metrics for paid marketing campaigns
* Evaluates partner change requests and responds with schedule/cost impacts/options
* Presents concepts to business partners, addresses questions and note concerns to provides feedback to the creative team

## Qualifications for marketing account manager

* A positive and collaborative attitude will be critical
* Bachelor’s or advanced degree in relevant areas
* Sales and business development experience preferred
* Experience with Google Analytics, Adwords, Facebook business ads is a plus
* High comfort level with excel and the ability to use analytical thinking and tools to guide marketing tactics
* Highly-energized and creative thinker