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# Example of Marketing Program Manager Job Description

Our company is searching for experienced candidates for the position of marketing program manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing program manager

* Acts as internal consultant to other marketing, partnership and distribution departments regarding best practices
* Interface with key stakeholders to inform of plans, work in progress, and report on program effectiveness
* Perform as a strong owner, working closely with internal partners to align with the marketing strategy
* Develop and maintain analytic solutions to ensure program adoption, quality, and effectiveness
* Use existing business and performance data for training needs analysis and measurement of impact
* Establish a regional account based marketing plan to support the EMEA sales team
* Establish a regional partner marketing plans to support global partner marketing goals
* Nurture relationships with the EMEA customer base to support global customer marketing initiatives such as case study creation, user group management and customer advocacy programs
* Creation of digital programs to support the EMEA growth strategy
* Analysis and measurement of defined success criteria against goals

## Qualifications for marketing program manager

* Bachelor’s degree in Marketing, Communications, Economics, or related field
* Minimum 8 years of professional experience, with at least 4 years managing print/digital marketing programs
* Maintains regular communication with all business partners participating in the program
* Creates and evaluates incentive plans and contests to drive lead generation growth
* Provides regular updates to the Home Improvement BU leadership on performance trends potential risks to performance
* Directs the marketing analyst to ensure that accurate weekly lead forecasts and actual results are submitted