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# Example of Partnerships Marketing Manager Job Description

Our company is looking to fill the role of partnerships marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for partnerships marketing manager

* Manage ongoing partner programs including partner engagement, budgeting and reporting
* Develop innovative B2B payment processes leveraging existing infrastructure and platforms
* Drive awareness of the Dropox partner ecosystem through in-person events, webinars, digital campaigns, and co-marketing initiatives
* With a set of named partners, develop co-marketing campaigns for joint lead generation, including detailed project plans that define key activities, timelines, and resource requirements needed to achieve project objectives
* Develop and maintain partner-specific co-marketing assets and collateral for a set of named partners
* Manage work across a matrixed organization with internal and external stakeholders to get feedback, buy-in, and manage expectations
* Manage forecasting and administration of partner marketing development funds
* Targets and prioritizes national segments and opportunities
* Collaborate with internal and external partners to develop and execute multi-channel marketing campaigns to support a customer lifecycle management strategy
* Project management– working with commercial and operations partner teams to ensure smooth transition of the product to the market across all key territories

## Qualifications for partnerships marketing manager

* Team-oriented, and strong work ethic
* 4+ years experience with related experience such as in an Internet company
* Search Marketing Background - managed or worked with SEO and PPC campaigns
* Excellent at explaining complex concepts in easy to understand business terms
* Minimum of 5 years of experience in marketing, with progressively wider scope and responsibilities/accountability
* Minimum of 3 years of experience with segment marketing required