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# Example of Portfolio Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of portfolio 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 portfolio marketing manager

* Manage the day-to-day relationship with creative and media agencies in the development of enterprise go-to-market strategy, inclusive of strategic briefings, creative development and reviews, plan execution, socialization, and measurement
* Collaborate with regional marketing and brand teams to activate enterprise go-to-market strategy effectively, acting as key point of contact to ensure brand consistency
* Brief and inform cross-functional teams across the organization on enterprise go-to-market strategy, including but not limited to Brand Marketing, Regional Marketing, Internal and Portfolio Communications, HR, Global Commercial Services, Partnerships and Sponsorships, Digital Messaging, Digital Acquisition
* Act as the subject matter expert on enterprise media strategy, managing creative rotation and channel optimization throughout the customer journey to effectively target consumers to drive awareness and conversion
* Manage ongoing brand tracking, media performance and optimization, test and learn plans, and overall campaign reporting
* Be an excellent story teller with the ability to translate sophisticated and complex security technology into clear, compelling, and memorable stories of customer value
* Develop go-to-market product and launch strategies with colleagues in corporate marketing, product management and sales/partner enablement to deliver high-impact, integrated programs result in increased awareness, market penetration and pipeline growth
* Create content including datasheets, presentations, white papers, demos, blogs, webcasts, web content and sales/partner enablement
* Execute market strategies and tactics as assigned with our international ecosystem of acquisition and alliance partners
* Work closely with the Customer Marketing group to execute global campaigns to Slate customers to drive benefit reinforcement, retention and upgrades

## Qualifications for portfolio marketing manager

* Great written and verbal communications skills, presentation and gravitas, able to manage internal and external stakeholders such as sales teams, marcomms
* Software and services marketing experience is preferred
* Ability to deeply understand and profile line-of-business audiences – their needs, wants, beliefs, how and when they learn about software and how it can solve their business problems
* Act as interface between Global Crop and SOU
* Develop & drive the strategy for Corn in Brazil in accordance to the global crop directives
* Fosters the development of key R&D projects