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# Example of Services Marketing Manager Job Description

Our company is looking to fill the role of services marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for services marketing manager

* Collaborate proactively and constructively with external customers to ensure understanding of the business priorities and business objectives, timelines, stakeholder needs/preferences, program requirements and flawless design of targeted communications
* Provide excellent customer service (internal, external)-taking the "extra step" needed to ensure business success
* Promote continual improvement, excellence and accountability by identifying areas in need of process or product improvement and proposing, developing and monitoring policies, procedures and innovative solutions
* Ensure effective management of creative/content
* Implement, document, enforce processes, and tools that will maintain integrity and accuracy of sales data in Salesforce.com and integrate with business intelligence software and other sales tools
* Support sales compensation processes including modeling, quota setting, plan issuance, incentive programs and account / territory planning
* Proven effective people leadership skills, preferably in a sales or sales operations related role
* Salesforce.com and or CRM experience specific to analytics, training, and adoption
* Strong competency with Excel, business models, pivot tables, charts and graphs
* Ability to synthesize information into actionable insights and contribution to both creating and executing business strategies

## Qualifications for services marketing manager

* Experience using web analytics tools a plus
* Must be able to work on Americas PST time zone as that is the location of key stakeholders
* 7 – 10 years background with sales, marketing, field marketing and or marketing programs
* Knowledge of virtualization and/or cloud computing solutions a plus
* Ability to influence across a diverse organizations
* MBA or related experience desirable