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# Example of Strategic Alliances Job Description

Our innovative and growing company is hiring for a strategic alliances. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for strategic alliances

* Manage the marketing scorecard- track and measure partner campaign success metrics
* Create a scalable marketing framework that can be leveraged across new partnerships
* Present regular updates to seek feedback from other marketing and business leaders
* Assist in management of all partnership marketing programs as highlighted by the Manager
* Work with Players Associations and Agents to supply athletes for strategic marketing opportunities across EA brands
* Service partnership accounts by providing assets and connecting with internal teams to maximize marketing channels
* Contribute the development of the strategic alliances & key accounts strategy
* Implement the strategic plan for national key accounts by developing and maintaining existing relationships with SuperConcept's strategic alliances and key accounts
* Lead solution development efforts that best address customer needs, in collaboration with key stakeholders
* Coordinate the involvement of internal stakeholders - including support, service, and management resources - in order to meet account performance objectives and customers' expectations

## Qualifications for strategic alliances

* At least 3 years experience as a Buyer/ Merchandiser
* The development of a sense of team within the SE community provides flexibility, motivation and information sharing in the group
* Tertiary qualification in finance, business or related discipline
* Completion of ADFS or equivalent (RG146 compliant) would be highly desirable
* Identifying products and services opportunities versus current offering across all geographies assisted by IB Insurance
* Evaluating new product potential performance as per uniqueness of market ensuring product features will meet the customer base needs and will be equally competitive and profitable