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# Example of Vertical Marketing Manager Job Description

Our growing company is hiring for a vertical marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for vertical marketing manager

* Identify and cultivate close relationships with key customer and account contacts
* Working closely with market research team and Power Solution managers, gather vertical market, customer, category, channel and product information
* Champions projects for assigned vertical markets and facilitates cross-functional communication and education to ensure overall project and business success
* Act as sales enablement Super User within functional area as assigned
* Gather competitive intelligence about other players in this space
* In collaboration with Marketing Services teams, develop customer-facing materials
* Act as single point of contact for all design and implementation related artifacts and tool requests
* Manage publication of implementation blueprints, design patterns and associated blogs - that demonstrate how IOA solves customer challenges in a variety of circumstances and scenarios
* Develop & drive sponsorship and adoption of the Community both internally and externally
* Create a comprehensive measurement framework designed to include 'metrics that matter' around the IOA platform which integrates with the broader Marketing metrics framework

## Qualifications for vertical marketing manager

* Experience with B to B and consumer retail on handheld test products, especially consumer electronics, a plus
* Minimum of 3 – 5 years of marketing and/or project management experience including identifying project scope, drafting project plans, coordinating and leading project meetings, and identifying and tracking issues and action items
* Strong understanding of the online video industry with vertical-specific expertise preferred
* Develop the long-term roadmap of all activities and programs designed to engage and nurture advocates (feed the advocacy funnel) including gamification
* Partner with Social & web teams to ensure cross functional synergy across Community programs
* Develop and manage the process for Knowledge base content lifecycle, including gating process and approvals required before distribution (working with appropriate teams)