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# Example of Vertical Marketing Manager Job Description

Our company is growing rapidly and 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

* Coordinate with Demand Generation and Sales teams to translate programs and strategy into measurable pipeline and closed revenue
* Conduct market research and competitive intelligence analyses
* Involve key business development projects, expand business opportunities and applications on the current and new market
* Develop annual Commercial Plan using input from Business Units and Sales to identify and define specific marketing tactics and commercial action plans to deliver annual growth objectives
* Assist in the local implementation of new products into the respective vertical market globally
* Developing, executing and managing ongoing demand generation, including seminars, webinars, tradeshows, on-site customer briefings, email campaigns, integrated online campaigns, partner enablement
* Testing the status quo and investigating new marketing vehicles
* Working with Product Marketing and CTO organization to develop vertical messaging and identifying content needs
* Promotional strategy and tactics for vertical assets/content including email, landing page and registration copy
* Managing the execution or overseeing the ongoing awareness and demand generation activities for the IVM and ISC plans, including seminars, webinars, tradeshows, on-site workshops, integrated online campaigns, partner enablement

## Qualifications for vertical marketing manager

* Applied and balanced experience in integrated marketing planning and tactics spanning direct, online, PR, events, social
* Solid experience in integrated marketing and/or field marketing
* Has track record of success in working with sales
* Undergraduate degree, MBA a plus
* Someone who is technically inclined or curious about technology
* Tailoring corporate marketing programs to vertical pain points and messaging