



Example of Alliance Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our company is looking to fill the role of alliance 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 alliance marketing manager

- Coordinate with members of Imaging and Vision engineering, applications, CTO and regional groups to understand needs for strategic partners (ISV, IHVs, Universities)
- Develop and execute quarterly alliance marketing plans that reflect NA DCG goals and recommend marketing mix to drive effective lead generation
- Work with cross-functional marketing and sales teams to effectively adapt, plan, and execute campaigns and regionally targeted lead generation programs
- Insure 100% utilization of available MDF funds from alliance partners and create growth initiatives in which alliance partners want to invest incremental funds
- Optimize campaigns and spend to maximum ROI
- Facilitate the creation and pull-through of content and assets from the worldwide DCG marketing team which support our GTM in the NA geo
- Collaborate with NA marketing to design and implement automated email nurturing campaigns
- Manage quarterly MDF budget for partners and drive program success which grows MDF Y/Y
- Co-develop overall joint partner go-to-market plans
- Proactively incorporate alliance partner solutions into company-driven and partner-driven global marketing campaigns targeting both end user customers FlashStack authorized partners

-
- A self-starter who demonstrates a high sense of ownership, demonstrating initiative and proficiency at problem-solving
 - Must have a familiarity of microprocessor and DSP architectures, and of system-on-chip design concepts
 - Preferred to have understanding of imaging and vision systems plus imaging/vision applications
 - Some knowledge of imaging and vision application software ecosystems is a plus
 - High degree of personal initiative and ability to work independently, high energy and result oriented proactive person
 - Minimum of Seven (7) years of experience in marketing planning, programs, integrated marketing, marketing agency or marketing communications required