



# Example of Alliance Marketing Manager Job Description

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Our growing company is searching for experienced candidates for the position 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

- Be knowledgeable and familiar with industry trends and competition, and apply that knowledge in daily work
- Develop, grow and maintain partner relationships across relevant disciplines
- Manage, measure and report the success of each strategic alliance for which you have responsibility by employing a consistent alliances management process and metrics
- Understand the role of North America marketing while balancing the needs of the field and global teams
- Builds alliance programs for numerous audiences including indirect channel selling models, end users and internal awareness
- Manage the hands-on day-to-day execution of marketing plans, deliverables, and action items for Cisco (and possibly others)
- Own all aspects of marketing planning, assigned budget management, outcome reporting, event orchestration, and more
- Collaborate with regional field marketing and sales to ensure they are educated on alliance message and associated activities that impact their job
- Keep executive management in the loop on significant or strategic changes with alliances on a consistent basis
- Manage multiple campaigns from budget management to conception and launch through evaluation

## Qualifications for alliance marketing manager

- Can hit aggressive deadlines while delivering high quality work
- Ability to work independently in changing environments, and the ability/willingness to learn
- Enjoy working with a fun, diverse team
- Minimum of 8+ years of experience within a partner marketing, partner business development, or partner go-to-market role
- Experience in a senior management role in alliance marketing