



# Example of Enterprise Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of enterprise marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for enterprise marketing manager

- Partners closely with the customer advocacy lead and CMO centre of excellence (Operations, Social, Digital, Analytics and Events) to land marketing plan execution across our paid, earned and owned channels and leverages standard reporting dashboards to continually optimise performance across the marketing mix
- Work with the Digital Marketing team to develop appropriate website pages, develop and edit copy, schedule the release of content in line with campaigns, including keeping the relevant internal and intranet pages up to date, in addition to briefing in editorial and signing off articles included in our eNewsletters and ad-hoc emails to channel
- You will be responsible for delivering programs aimed at Enterprise sales audiences (Fortune 1000) in the Southeast
- You will be responsible for delivering programs aimed at Enterprise sales audiences (Fortune 1000) in the West
- Execute and optimize marketing strategies to drive demand and take new products to market (positioning, audience sizing, promotions, messaging)
- Develop, build and execute an integrated marketing plan designed to open doors in our key target accounts across the geography
- Build marketing programs to influence and build brand presence in our target GSI accounts
- Build specific account based marketing programs for our top accounts
- Align with PR and AR to identify key influencers within key accounts

## Qualifications for enterprise marketing manager

- The Senior Manager must have Expert knowledge of marketing strategies, campaigns and capabilities, segmentation, account targeting, sales enablement and customer promotions
- Bachelor degree in Communications, Marketing or Business Administration, MBA preferred
- Experience in professional services (consulting, marketing, business development)
- BS/MS in Computer Science, Mathematics, Economics, Business or related field
- Has a strategic and Analytical approach to marketing
- Clear understanding of the marketing mix and how to build and deliver integrated marketing campaigns