



# Example of Manager, Partner Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of manager, partner marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager, partner marketing

- Help drive the overall bookings targets for the NA ISP/Mobile vertical via direct monetization and supporting sales in winning new accounts
- Help craft the next generation of consumer security, focusing on how to solve the challenge of a world of 20 billion connected devices, all with their own security challenges
- Develop hypotheses on how direct and indirect communication can be used to drive user behavior
- Partner with conversion marketing, performance marketing, and product marketing to build integrated campaigns
- Drive user acquisition and monetization in several mobile carrier and service provider accounts in North America
- Help run user adoption, acquisition and engagement strategy and execution for partnerships with major financial institutions
- Coordinate with in-house teams, including client operations and financial advisory, to craft and execute on partner training programs to drive partner adoption
- Manage a portfolio of Vendors which aligns with the business strategy and technology needs of a diverse and evolving customer base
- Work with Sales Excellence, Marketing, Alliances and Services on product backed campaign propositions that differentiate Trustmarque

with the wider business strategy

### **Qualifications for manager, partner marketing**

- Capable of building and maintaining strong relationships with a diverse set of internal and partner constituencies including senior level executives, legal, finance, support, sales, and other marketing experts
- A high level of commitment and a passion for results
- Preferred experience generating selling estimates
- Proven record achieving successful results in a global environment
- Bachelor's degree in Marketing/Business or relevant years of experience
- Experience in managing and growing bank and loyalty partnerships will be an advantage