



## Example of Manager, Partner Marketing Job Description

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

### Responsibilities for manager, partner marketing

- Build, execute and measure joint marketing programs with partners, from marketing campaign concept to creative content development and program execution, including webcast events, live seminars, industry events, online and direct mail campaigns, social media, public relations
- Contribute to establishing the Partner brand experience as a core strategy to drive both Partner and company success
- Contribute to providing a single, positive and transformative brand experience for all segment Partners, across all channels and touchpoints
- Demonstrate a data-driven approach to all brand activities, both to inform strategies and tactics and to measure and report on their impact
- Inspire and inform the creation and execution of strategies and campaigns by peers and team members (no direct reports currently)
- Challenge current (industry accepted) marketing communication strategies and beliefs, pursuing entrepreneurial and innovative ideas and tactics
- Effective execution of marketing programs, partner driven pipeline contribution, lead conversion and other pre-defined KPIs
- Effective use of marketing budgets, demonstrating tangible ROI from spend
- Lead the EMEA Partner Sales Team, running a team of individuals who manage relationships with sales houses that represent LinkedIn in newer markets
- Understand and contribute to the broader channel sales strategy and manage relationships to ensure overall revenue growth across channels

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- Degree level educated (Marketing related preferred)
  - Experience building partner centric Go-to-Market content
  - Experience running partner programs and channel programs
  - A demonstrated ability to influence others and drive non-reporting individuals and teams to perform
  - 8+ years of experience in marketing and/or technology sales/evangelism
  - Marketing Bachelor's degree required