



## Example of Manager, Partner Marketing Job Description

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Our growing company is searching for experienced candidates for the position of manager, partner marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

### Responsibilities for manager, partner marketing

- Develop and deliver multi-faceted marketing programs, including online marketing campaigns, webinars, and communications
- Own and manage "to partner" marketing programs with responsibility for building the program strategy, supporting and sharing partner training marketing initiatives globally, and scaling across regions
- Create strategic and measureable project plans, including goals, messaging, call to action, and distribution channels
- Constantly seek to improve upon communications to partners so that partners are aware of the full scope of training and certification programs that AWS has to offer
- Drive interlock and alignment with global Training and Certification Marketing, Partner Training, and APN marketing teams to ensure that partner training objectives are met
- Manage multiple priorities as an independent, self-starter with excellent time management within a rapidly evolving business
- Influence key relationships and gain preference for Hitachi Vantara with the alliance partners and in accordance with overall ecosystem marketing goals
- Develop and execute rolling 6-month marketing and demand generation plans for all assigned distribution partners
- Work closely with internal groups to ensure strategic assortment of key technologies, correct merchandising support, and training, the management of MDF dollars, management of bi-weekly program updates, forecasting, and

- Identifying the set of solution-related assets needed to support the product and portfolio strategy, , website copy, case studies, infographics, videos, product demos, presentations, white papers, data sheets

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

- You are tech savvy and knowledgeable about using technology to build partnerships
- Influence and represent Partner marketing content requirements to Content Topic teams
- Excellent verbal and written communication skills, must have the ability to communicate with team members at all levels within the organization
- Strong knowledge of salesforce.com CRM, Marketo or other tools a plus
- Passionate about what you do and have experience in go-to-market and driving growth
- Comfortable and used to, a stand-alone role - collaborating with local and global teams