



# Example of Manager, Partner Marketing Job Description

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Our growing company is looking for a 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

- Manage lead funnel by assessing lead quality through quantifiable program metrics/KPIs, engaging with sales team, guiding and accelerating lead movement thru the funnel, and drive sales SLA for leads and follow-up
- Manage and lead marketing activities for music service, voice and connected home partners
- Drive partner product launches, announcements, campaigns and initiatives
- Own messaging, positioning and marketing creative
- Influence partner product strategy, testing, research and content
- Support partner focused briefings, exploration, design, and events
- Surface product partnership opportunities and challenges
- Manage relationships and act as Account Manager of select external EST partners
- Maintain day-to-day operations with various internal departments including but not limited to Marketing, Social, Content Distribution, and Creative
- Assist Director with strategy and implementation of marketing efforts to support roster of 175+ TV seasons annually across all EST and DVD/Blu-ray releases across 7 channels

## Qualifications for manager, partner marketing

- Creative thought process and ability to create and execute programs that are unique and make the Platform Solutions Business Unit of Western Digital

- Must be very comfortable with data analysis and able to use data to make decisions
- 4 years marketing experience with an ability to work on multiple projects simultaneously and lead cross-functional teams
- Prior experience managing and maintaining account budgets
- Ability to interface up to the Senior Vice President level is essential