



Example of Marketing Account Manager Job Description

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Our growing company is looking for a marketing account manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for marketing account manager

- Build relationships, collaborate and work with all key internal and external stakeholders in your business, Sales, brand, Product and Marketing
- Collaborate with the Account Based Marketing Program team to gain consensus for cross-portfolio GTM plans and marketing plays aligned with solution order and sales directives
- Manage and promote an editorial calendar of innovative content and marketing assets that align with the customer journey, sales buying stages, and support the GTM plan for your ABM accounts
- Database of named contacts to align marketing and sales in defining the target audience
- Manage and promote editorial calendar of expert content and marketing assets that align with the customer journey and sales buying stages and support the go-to-market (GTM) plan for your ABM accounts
- Collaborate with the ABM program team to gain consensus for cross-portfolio GTM plans and marketing plays in alignment with strategic product mandates and sales directives
- Manage key account marketing budget
- Assist in developing reports including analysis on performance metrics for paid marketing campaigns
- Evaluates partner change requests and responds with schedule/cost impacts/options
- Presents concepts to business partners, addresses questions and note concerns to provides feedback to the creative team

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- A positive and collaborative attitude will be critical
 - Bachelor's or advanced degree in relevant areas
 - Sales and business development experience preferred
 - Experience with Google Analytics, Adwords, Facebook business ads is a plus
 - High comfort level with excel and the ability to use analytical thinking and tools to guide marketing tactics
 - Highly-energized and creative thinker