



# Example of Partnership Marketing Manager Job Description

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Our growing company is looking for a partnership marketing manager. 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 partnership marketing manager

- Maintain a deep level of understanding of all network priorities in order to effectively communicate with fans and act as air traffic control for all social engagement activities
- Lead and participate in brainstorming sessions & monitor competitive projects to find unique ways to promote Freeform programming
- Collaborate with the paid media team on paid social campaigns
- Work with Ad Sales to develop buzzworthy sponsored social media campaigns for our advertisers
- Build collaborative synergy relationships with all TWDC divisions to develop mutually beneficial partnerships and ensure strong support plans for designated corporate priorities
- Work with the Partnership Marketing Coordinator to create recap decks for synergy partners and status reports that merchandise the support we receive/provide
- Lead the development of all pro-social & cause marketing initiatives
- Develop buzz worthy and impactful partnerships with third parties, leveraging partner assets to secure incremental marketing support for our priorities
- Local Partnership
- Lead the Co-brand Portfolio & Partnership team to develop and execute viable product strategies that drives Spend & Lend share of wallet gain from

## Qualifications for partnership marketing manager

- Assist with developing and coordinating the training program for the department
- Consolidate Canadian Banking's quarterly submission for business highlights for the results press release
- Ability to interpret financial reports and analyses
- Minimum of 8 years of overall work experience in marketing, preferably in the field of entertainment
- Minimum of 5 years of experience in digital media and social media
- 5-7+ years demonstrated success in designing, managing and delivering complex B2B Partnership Marketing programs with proven track record of delivery results aligned with sales outcomes