



Example of Partnership Marketing Manager Job Description

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Our company is growing rapidly and is looking for a partnership marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for partnership marketing manager

- Review and manage processes to deliver outstanding CM experience with operations excellence
- Manage expenses through maximizing ROI on investment dollars and identifying cost saving opportunities
- Planning and Execution - Developing strategic and operational plans by collaborating with internal and external partner business units to support business objectives
- Business Management - Providing partnership management expertise and executing marketing responsibilities such as assisting with the development of partnership opportunities and helping shape the proposed partnership activities to support the brand
- Partnership Innovation – Leading the development of new marketing partnership opportunities that focus on connecting the customer through partnerships-related opportunities from concept to commercialization
- Drive awareness of SiriusXM's next generation technology, features, and content in cooperation with our OEM partners and SiriusXM's internal engineering, infotainment, and marketing teams
- Maintain and expand senior and working level relationships within the OEMs' marketing organizations
- Work collaboratively to develop and deploy a multi-million dollar marketing budget, manage invoice approvals and timely payments including preparation

- Collaborate with SiriusXM Advertising to devise strategic plans to promote our OEMs' brand messaging on air via various SiriusXM channels
- Establish specific implementation milestones and developing / executing plans to achieve them

Qualifications for partnership marketing manager

- Support Canadian Central Ad Budget management and planning development of presentations
- Highly competent and experienced in leading collaborative decision making for program excellence with key internal stakeholders and external agency partners
- Experience influencing leaders across cross-functional and partner teams, and managing partner / customer relationships
- Execution-oriented as evidenced by prioritizing speed / action to deliver results
- Creative writing skills to promote programs and presentations, optimize content and assets
- Strong analytical and reporting skills including ability to identify trends and solutions