



Example of Partnership Marketing Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of partnership marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for partnership marketing manager

- Develop impactful surround sound marketing and communications plans, including branding, segmentation, messaging, and customer channel strategy to drive response and engagement
- Partner with internal and external stakeholders, Digital Partnerships, Product, Legal, Compliance and Brand, to design and execute campaigns
- Manage 1 highly talented Analyst
- Prospect and develop partnerships with a list of predetermined local and global brand/retailers across North America, EMEA and South America
- Create and execute partnerships with 3-5 large global brands in defined segments to increase brand awareness through co-marketing initiatives
- Execute a multi-channel, integrated co-marketing plans by prioritized country to integrate global and local partnerships
- Assist with achieving 10% revenue goal of Brand and Integrated Marketing budget and increasing consumer reach creating higher brand awareness and traffic for HomeAway
- Working with senior level marketing leaders, contribute to planning and execution of promotional tactics in support of Network tent-poles and other priorities as assigned
- Track budget and deliverables for assigned campaigns
- Work with assigned teams to keep them informed on client feedback and industry requirements

- Contribute to the development of a more robust, cohesive strategic planning and reporting discipline
- Informs decisions and makes recommendations grounded in data and analytics
- Flexible and adaptable managing day-to-day program administration, while being systematic and process orientated
- A strong communicator and possess the ability to structure and present a compelling story, influencing upward
- A team player with strong relational and leadership skills, especially in a client-facing role
- Highly motivated and takes personal ownership of responsibilities