



Example of Partnership Marketing Manager Job Description

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Our 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

- Identify innovations in the areas of media, technology, arts, and science that can be leveraged to create campaigns that are cutting edge/first to market
- Ensure timely delivery/traffic/deployment of promotional campaign assets
- Will be responsible for medium to large-scale promotions from conceit through execution
- Will be a direct liaison to key internal teams such as production and sales
- Must be able to work in a high volume, deadline driven environment
- Research, develop, and establish strategic programs in support of business goals to expand existing business, grow market share, and launch new products and services
- Manage negotiations and renewals of key strategic relationships working closely with Marketing, Finance and Legal Departments
- Conduct market research, financial modeling and strategic analysis for all programs
- Budget achievement on monthly basis from new and existing partnerships
- Travel will be required in relation to winning new business and meeting with existing partners to optimize respective partnerships

Qualifications for partnership marketing manager

- A strong program manager who is self-directed, able to handle multiple tasks

- At least 4 years of experience working in a marketing communications role
OR at least 4 years of experience working in a direct brand advertising role
- At least 4 years of experience in a consumer-driven Fortune 500 environment
OR at least 4 years of experience in a CPG environment OR at least 4 years of experience in an Agency Marketing environment
- At least 2 years of experience in communicating with and delivering presentations to senior leaders
- Master's Degree in Business, Marketing, Psychology, or Communications
- Bachelor's degree or above in Commerce, Marketing, Advertising or related majors