



Example of Partnerships Marketing Manager Job Description

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

Responsibilities for partnerships marketing manager

- Review and provide feedback on all creative designs and messaging related to local sports sponsorships including but not limited to LED boards, in-stadium video boards, concourse signage, print materials, digital, social, premium giveaways
- Lead and manage Sports Marketing Agency for creative development purposes, development of strategic direction, point of view documentation and divisional support
- Briefing and working directly with creative teams (both internal and external) to develop consumer communication, based on insight and brand positioning
- Developing people, providing positive and constructive feedback and coaching
- Collaborating closely with a diverse cross-functional team to deliver strategies and tactics that support both broad business initiatives and individual prospective partner pitches
- Ability to influence cross-functional teams within an organization
- Flexibility and detailed-orientation, must be able to handle multiple projects, deadlines and changing priorities simultaneously while maintaining excellent and accurate work
- Ability to easily identify potential hurdles within a project and takes the lead on solving them
- Network in the community
- Develop partnership proposals

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- A comprehensive understanding of the UK's leading digital platforms and technology, along with an informed view on future trends and how these should shape the dynamics of our partnership activities
 - Demonstrates excellent communication skills and can forge strong working relationships with marketing, publicity and our home office team in Burbank
 - A track record of using digital media including social channels, and how to use data and other relevant metrics to help define and evaluate campaign performance
 - Extensive knowledge and experience in the UK region, in linked industries like consumer electronics and/or telco
 - Bachelor's degree - Advanced degree
 - Attention to detail in an environment that requires extensive multi-tasking and multiple deadlines