



Example of Partnerships Marketing Manager Job Description

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Our company is looking to fill the role of partnerships 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 partnerships marketing manager

- Excite potential long lead brand partners across all categories to senior level personnel in agency and brand companies through 1-1 pitch presentations
- Deliver promotional opportunities to add value to retail-specific campaigns inclusive of the digital, in-store, on-pack and in-pack environment
- Develop long-term relationships with recognized market leaders in the following key industries – Leisure/Travel, Fashion, Retail, Soft drinks, Alcohol, FMCG, CE, Telecoms & mobile
- Create and hold regular product presentations and screenings to showcase Fox films to potential promotional and media partners
- Engage potential partners with creative ideas and executions and energise others to deliver great results
- Brief and co-ordinate retained promotional agency to generate third party promotions on our behalf
- Develop media promotional strategies to support TCFHE releases in the UK working closely with media agency Mindshare and key UK media publishing houses and broadcast networks
- Identify opportunities to integrate partnerships for publicity, media and brand joined-up campaigns to add value to all areas of the marketing campaign driving cost efficiencies and adding incremental value
- Establish long and short-term bundling partnerships to drive additional corporate revenue and be proactive in the development of new revenue

- Identify partner opportunities to drive digital trial and education via promotional activity and seasonal offers

Qualifications for partnerships marketing manager

- Minimum of 3 years of B2B and partnerships experience required
- Strong B2B (business-to-business) experience a must
- At least 4 years of experience managing creative teams and agencies, advertising and corporate marketing
- 5-7 years of relevant experience in partner or alliance marketing, business development, or marketing campaign strategy
- Highly analytical with the ability to consume, process and transform large amounts of information into actionable insights
- Strong organizational, time management, and prioritization skills with great attention to detail