



Example of Partnerships Marketing Manager Job Description

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Our company is growing rapidly and is looking for a partnerships marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for partnerships marketing manager

- Making recommendation for studio campaigns to feed into strategy & planning with particular focus on driving growth & development in sales, seasonal and merchandising
- Execute and launch B2B upper funnel brand awareness campaigns – online and offline channels
- Leading required partner insight research for the New Partnerships marketing team
- Work closely with PR to drive trade PR initiatives on behalf of the New Partnerships marketing team
- Explore new, innovative and entrepreneurial B2B marketing channels that complement our partner acquisition strategy
- Work together with internal teams like Data Science, Marketing Communications, Marketing Science, PR, Product Owners and Developers
- Collaborate with content specialists like copywriters & designers to generate on-brand collateral for your campaigns
- Serve as a co-lead in developing a strategy, benchmarks, KPIs, and ways to showcase how content can drive growth, revenue, and consumer engagement
- Serve as the main contact between content marketing and internal and external partners (as designated), as it pertains to partnership opportunities
- Serve as a key stakeholder in brainstorming, pitching, and presenting content opportunities across verticals internally and with third party partners and

Qualifications for partnerships marketing manager

- Travel depending upon project needs
- Experience collaborating with partners on product development and marketing is appreciated, but not required
- Able to work with all stakeholders (project management and people management)
- Experience working in a large, complex, fast-paced fortune 500 Company is strong preferred
- Proven track record in partnership management, and ability to rapidly shift priorities based upon marketplace demand
- Candidate must possess a track record of breaking new business and act with autonomy at all levels of the sale