



Example of Program Manager, Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of program manager, marketing. 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 program manager, marketing

- Experience managing outside agencies to deliver on internal project
- Identify and monitor Program team KPIs
- Successfully plan, coordinate execution and monitor integrated campaigns in partnership with the regional marketing teams for the full life cycle of a campaign, owning the global content pipeline and calendar
- Monitor and report on the ROI and effectiveness of campaigns
- Develop and execute marketing initiatives with third party partners
- Project management, cost estimation, and management of production schedules for marketing promotions
- Representing the marketing department by active participation in occasional client and partner meetings and regular team conference calls
- Provide sales support through lead generation and promotional campaigns
- Develop and update sales materials – including but not limited to presentations, sell sheets, reference guides, newsletters and other customer communications
- Work with creative team to oversee development of creative concepts that align with, support and elevate the brand

Qualifications for program manager, marketing

- Must be willing to travel and have the schedule flexibility to meet the business needs in this position
- Must be a people person who is self motivated and works extremely well under minimal supervision
- Collaborative approach and ability to partner within the marketing team and with other key stakeholders within the organization
- Big picture problem solving - thrives in ambiguity and has keen ability to identify gaps/overlaps across teams/orgs and projects
- Knowledge of open source, enterprise software, cloud, virtualization, and storage (software defined storage) is a plus