

Partner & Ecosystem Marketing Roles – Pay, Skills and Responsibilities

Analysing the partner & ecosystem marketing job market and evaluating what are the most in-demand skills and responsibilities for maximum pay.



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How did we do it?

A specialized web scraping tool using the latest version of Chat GPT was developed to efficiently collect job descriptions. The lack of a standard format in these descriptions posed a challenge for analysis and organization. However, by utilizing Chat GPT's advanced Natural Language Processing capabilities, this issue was resolved, enabling effective categorization of data into sections like salary, skills, and responsibilities.



Searched Terms



Alliances Marketing

Channel Marketing Specialist

Channel Marketing Manager

Partner Marketing

Head of Global Partner
Marketing

Partner Marketing Manager

Product Marketing Manager

Senior Product Manager

Senior Channel Marketing Manager

VP Product Marketing

VP Channel Marketing

VP Partner Marketing

Channel marketing

£29,277

That's the average salary for entry level partner marketing roles.

- Median: £27,000
- Minimum Salary: £23,500
- Maximum Salary: £40,000



Entry-level Roles

What skills are employers looking for?

- ✓ Communication Skills
- ✓ Detail-Orientation
- ✓ Project Management abilities
- ✓ Adaptability
- ✓ Digital Proficiency



Technical skills

and

content creation

area associated

with higher salaries.

Entry-level Roles

What are the responsibilities?

- ✓ Campaign Management
- ✓ Collaboration and Partnership with internal teams and/or external partners
- ✓ Salesforce and Pardot or similar expertise
- ✓ Collaboration with Sales Team
- ✓ Digital Marketing



Lower salary roles

tend to include

*

general management

responsibilities.

£41,843

The average salary for mid-level partner marketing roles.

- Median: £40,500
- Minimum Salary: £27,500
- Maximum Salary: £60,000



Mid-level Roles

What skills are employers looking for?



Strong Analytical & Communication Abilities

- ROI Calculation
- MDF Management
- Partner data management
- Partner prioritisation

Marketing and Sales Skills

- Channel marketing
- Event management
- Digital marketing SaaS/event sales

Interpersonal & Relationship Skills

- Strong relationship-building
- Stakeholder management
- Partner relationship management

Technical and Operational Skills

- Proficient in PPT and Excel
- Working knowledge of As-A-Service models

Leadership and Personal Attributes

- Proven leadership
- Self-motivated and proactive attitude
- Innovative thinking
- Project management skills

Mid-level Roles

What are the responsibilities?

- ④ Marketing Strategy Execution
- ④ Sales and Business Development
- ④ Partner Relationship Management
- ④ Cross-functional Collaboration
- ④ Digital marketing/ Operational Management



**Jobs that mention
social media management
as a responsibility
tend to offer lower salaries.**

£72,175

The average salary for senior-level partner marketing roles.

- Median: £68,750
- Minimum Salary: £45,000
- Maximum Salary: £145,000



Senior-level Roles

What skills are employers looking for?



- ✓ Experience is key/Track record of success
- ✓ Management & Leadership skills
- ✓ Soft Skills (especially relationship building)
- ✓ Technical & Specialized Knowledge (product/company knowledge, CRM systems, etc)
- ✓ Autonomy & Problem Solving

Skills related to

data management


and negotiation are

associated with higher salaries.

Senior-level Roles

What are the responsibilities?

- ① Product and Sales Focus
- ① Management and Leadership
- ① Innovation and Development
- ① Customer engagement
- ① Collaboration and Teamwork
- ① Trend Analysis and Planning
- ① Business development

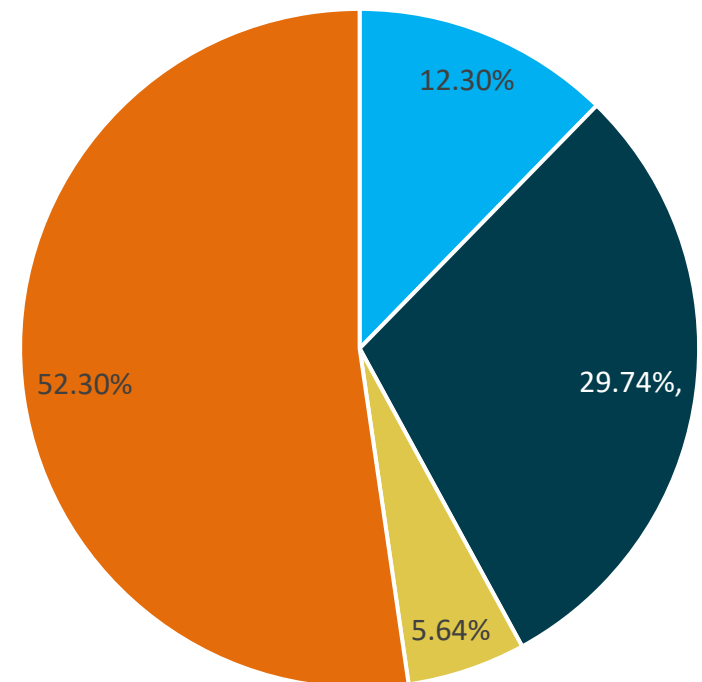


Jobs with terms related to
general digital marketing
managing digital channels
tend to offer lower salaries.

Where do you work from?

- 12.30% job roles mention only work from the office.
- 29.74% job roles mention both work from the office and hybrid/remote work.
- 5.64% job roles are exclusive to remote work.
- 52.30% of the job roles don't mention any of the specified working conditions

Work Location



Comparing the skills: Partner Marketing v General Marketing



Partner Marketing	General Marketing
<ul style="list-style-type: none">• Relationship Building and Management• Collaborative Skills• Co-Marketing Strategy Development• Negotiation Skills• Channel Knowledge• Joint Campaign Execution• Communication Skills• Analytical Skills• Project Management• Adaptability and Flexibility	<ul style="list-style-type: none">• Market Research and Analysis• Strategic Planning• Content Creation• Digital Marketing• Brand Management• Data Analysis• Communication Skills• Creativity and Innovation• Customer Orientation• Adaptability

What would stop someone progressing and performing in a PM role?

Based on our analysis, here are some of the common obstacles:

- ✓ Lack of Necessary Skills or Knowledge
- ✓ Inadequate Experience
- ✓ Poor Communication and Interpersonal Skills
- ✓ Limited Adaptability and Flexibility
- ✓ Lack of Initiative or Proactivity
- ✓ Insufficient Networking and Mentorship
- ✓ Poor Time Management and Organizational Skills
- ✓ Work-Life Imbalance
- ✓ Fixed Mindset (Not having a growth mindset)
- ✓ Organisational constraints