**NextTech Marketing Roles & Responsibilities Document**

**1. Executive Summary**

This document defines the roles and responsibilities for NextTech's Marketing process, ensuring strategic alignment with business objectives and efficient execution of demand generation activities. It outlines accountability across three tiers (Strategic, Operational, Support) and focuses on core marketing functions.

**2. Tiered Role Architecture**

**2.1 Strategic Leadership (Tier 1)**

* **Chief Marketing Officer (CMO)**: Oversees marketing strategy, budget allocation, and brand positioning (target: 80%+ brand awareness).
* **VP of Demand Generation**: Leads pipeline growth (target: 4x revenue pipeline coverage).
* **Head of Marketing Operations**: Governs martech stack and performance analytics (target: €12 ROI per €1 invested).

**2.2 Operational Roles (Tier 2)**

* **Campaign Manager**: Executes integrated campaigns via Salesforce Marketing Cloud (target: 2,500 MQLs/month).
* **Content Strategy Lead**: Develops technical content matrix and manages Content Advisory Board.
* **Digital Marketing Manager**: Optimizes paid channels (target: €220 cost per MQL).
* **ABM Director**: Runs 1:1 programs for top 200 accounts (target: 35% marketing-sourced revenue).

**2.3 Support Roles (Tier 3)**

* **Marketing Automation Specialist**: Manages email workflows and lead scoring in Salesforce.
* **Graphic Designer**: Produces visuals for campaigns and digital properties.
* **Web Analyst**: Conducts A/B tests on NextTech.com (22% YoY conversion improvement).

**3. Key Responsibilities by Function**

**3.1 Strategy & Planning**

* **CMO**: Approves annual GTM framework and 60/20/20 budget allocation.
* **Head of Marketing Operations**: Maintains Power BI dashboards tracking MQL-to-SQL conversion (42% target).

**3.2 Campaign Execution**

* **Campaign Manager**: Coordinates cross-channel campaigns (14-day launch cycle).
* **Digital Marketing Manager**: Optimizes LinkedIn/Google ads using Dynamics 365 insights.

**3.3 Content & Digital**

* **Content Strategy Lead**: Ensures technical validation of whitepapers/webinars.
* **Web Analyst**: Implements personalization on Sitecore (e.g., solution configurators).

**3.4 Sales Enablement**

* **ABM Director**: Provides sales teams with account-specific battlecards (78% collateral utilization).
* **Marketing Automation Specialist**: Tracks lead handoffs to Salesforce CRM.

**4. Escalation Paths**

1. **Campaign Performance Issue**: Campaign Manager → VP of Demand Generation → CMO.
2. **Martech System Failure**: Marketing Automation Specialist → Head of Marketing Operations.
3. **Brand Compliance Concern**: Content Strategy Lead → CMO.