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# Example of Account Marketing Manager Job Description

Our company is growing rapidly and is looking for an account 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 account marketing manager

* Develop and maintain comprehensive account profiles and target personas
* Working across the fast paced consumer packaged goods industry to deliver strong client service and insights
* Collaborating with key internal operations groups such as
* Maintaining the project budget and working with the team to ensure all aspects of the study operate smoothly while managing product cost, estimates and client invoicing
* Mentoring junior team members through job shadowing and day to day coaching
* Inspiring clients through storytelling
* Perform data analysis and verification, draw conclusions
* Measure results and optimise our lead nurture programme to improve lead conversion
* Execute on European event management plan, identifying relevant industry and partner events to participate in
* Develop and take ownership of an industry awareness programme – defining the most relevant channels and publications, partnering with solutions marketing to create content, and reviewing results

## Qualifications for account marketing manager

* 10 plus years of marketing experience, with a focus in financial services (insurance industry experience a plus)
* Sound skill with Microsoft applications (Outlook, Word, Excel, PowerPoint, Publisher)
* Expert level of knowledge of AdWords, Bing Ads, Matchcraft or other SEM user interface platforms
* Deep level of experience with keyword research tools and ability to use these tools to setup/expand SEM campaigns
* Data savvy with superior organizational skills, unflagging attention to detail & demonstrated commitment to the accuracy and completeness of information
* Previous Experience working within Beauty CPG, Global Research, or Innovation a plus but not required