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# Example of Acquisition Marketing Manager Job Description

Our company is looking to fill the role of acquisition marketing manager. 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 acquisition marketing manager

* Manage all CSo targeted marketing programs to enhance our MROI and deliver on our CSo acquisition and deepening goals
* Develop and implement customer-centric marketing strategies and campaigns to acquire, cross-sell, and up-sell desired SMB CSo clients
* Identify best of breed approaches and tools to facilitate the identification of client needs and behaviors that lead to proactive “near-time/real-time” interactions to deepen and/or retain customer relationships
* Partner and coordinate with Product Management, Sales, Customer Experience, Direct Marketing, Marketing Execution Teams, Modeling, Customer Analytics, Campaign Measurement, CRM teams to drive our campaign objectives
* Proactively partner and collaborate across key lines of business, including Business Banking Marketing, INK Marketing, and Consumer Marketing partners
* Develop and present business cases outlining program strategy, costs, expected return, test design and results to senior management
* Leverage test design and performance analysis to continually improve effectiveness of ongoing programs
* Ongoing management of approved programs through implementation, including forecast tracking compared to budget, fulfillment tracking, systems changes (when necessary), and field communication
* Ensure consistency of brand messages and image across tactics and programs
* Challenge existing processes and lead in driving improvements data / campaign processes

## Qualifications for acquisition marketing manager

* Proven track-record, individually and by managing teams, of developing and growing profitable online marketing programs including paid search, display, affiliate, and SEO marketing
* Experience with search marketing vendors and tools required
* Must be analytical, and comfortable working with data
* The ability to sit for extended periods and to bend, kneel, and stoop
* Strong career growth in chosen industry
* 5+ years in a leadership position managing monetization of freemium online models