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# Example of Acquisition Marketing Manager Job Description

Our growing company is hiring for an 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

* Track and oversee key performance metrics in order to determine strategies for customer experience enhancements and improved marketing and acquisition plans
* Formulate and execute the site marketing, content and product strategy on the Prospect Site with the goal of increasing the number of Cards acquired, billed business acquired and improving conversion
* Lead all channel management activities including site marketing creative development, offer and message testing, new product launches, and interfacing with teams that leverage the Prospect Site
* Partner to refine and optimize the personalization strategy on the prospect site in close partnership with Site Optimization team, IMS Channel Design, IMS Analytics teams
* Support the SEO (Search Engine Optimization) content strategy in partnership with Search Marketing and Enterprise Digital
* Support development of capabilities to improve site management and ensure compliance
* Oversee monthly results reporting, forecasting and budget activities
* Act as SME in Digital Marketing for the Prospect Onsite channel
* Manage two B30 Direct Reports
* Successfully manage and build cross-functional relationships across multiple internal & external partners

## Qualifications for acquisition marketing manager

* The ideal candidate will bring a history of working with well-respected consumer brands that cater to the high net worth/premium customer segment
* 2-3 years of work experience in marketing, sales, partnerships or related field, ideally in a fast-paced startup or tech environment
* Local New England knowledge and media buying experience a plus
* 3+ years of experience developing and executing Acquisition Email campaigns required
* Prior experience in cross-departmental project coordination (marketing, production, IT, customer service)
* 5-10 years experience in Marketing, Advertising or Communications