Downloaded from <https://www.velvetjobs.com/job-descriptions/acquisition-marketing>

# Example of Acquisition Marketing Job Description

Our innovative and growing company is looking to fill the role of acquisition marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for acquisition marketing

* Planning and coordination for all marketing campaigns and programs for the Small Business Marketing team into an integrated marketing calendar to effectively drive results for all lines of business (ie
* Marketing lead to work closely with CBU stakeholders to get alignment of quarterly campaigns, key launches and programs
* Develop and manage marketing programs to deepen existing partnerships
* Develop and own quarterly programs that will help drive residential acquisition results
* Lead the reinvigoration of our Atlantic residential business, delivering region-specific programs and owning results
* Lead cross-functional teams in understanding and executing on owned quarterly programs
* Stay informed/educated on competitive landscape (traditional and future looking), market conditions and consumer insights to inform recommendations for programs
* Develop a deep understanding of the consumer
* Conduct tests and deep data driven analysis that provide insights and new strategies for increasing acquisition results
* Own deals from start to finish, from cold-calling a festival or event, to doing post-promo analysis on how well the event went

## Qualifications for acquisition marketing

* Salesforce and Eloqua marketing automation platform skills a plus
* BA/BS plus 5 years of experience in digital media directly managing a channel budget
* Proven track record working with and influencing cross-functional teams, establishing an internal network of relationships at all levels of the organization to drive results
* Some Digital Marketing experience and proficiency in the most popular channels and tools
* Bachelor and Masters in quantitative (ie
* 10 years in total professional experience with strong track record of exceeding growth expectations