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# Example of Activation Manager Job Description

Our company is growing rapidly and is hiring for an activation manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for activation manager

* Identifies potential listening audience and customers
* Assists in development and evaluates marketing strategies, striving to achieve maximum profits or market share and achieving and maintaining customer satisfaction
* Researches program and campaign effectiveness
* Tracks and reports results to management
* Responsible for proper kick off elements for new accounts assigned and any new platforms that roll under existing accounts
* Development of comprehensive recaps for all major projects/events
* Ability to speak to overall Design Machine US strategy with a continuous pulse on user needs pertaining to new features and functionality enhancements
* Assist Design Machine lead in building use cases and success stories for the US market
* Understands full functionality of Design Machine and serves as the platform expert
* Drive overall market and user engagement with Design Machine across all user classes

## Qualifications for activation manager

* Nurture an effective working relationship with Franchise/Business Unit/SBU supporting service units and the Bottler(s) and lead proper field execution of marketing strategies
* Lead, motivate and develop capabilities direct report
* 3-5 years eCommerce or digital brand experience
* 2-3 years’ experience building and managing internal or external teams
* Intermediate to advanced HTML and CSS knowledge with experience using these skills in a corporate environment
* Budget responsibility and management