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# Example of Audience Manager Job Description

Our growing company is searching for experienced candidates for the position of audience 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 audience manager

* Liaise between the campaign management team and other key internal groups on each campaign
* Design and deliver performance updates and optimization suggestions for all campaigns
* Quantitative analytic skills
* Demonstrate ability to set goals, meet deadlines, and successfully manage multiple assignments
* Work directly with Sales and Clients to identify right Audience Targeting Products to meet Client objectives
* Manage and drive operational processes to effectively support Audience Targeting Products and campaigns
* Cultivate relationships with TV/Video buying desks at major agencies
* Cultivate relationships with Agency Trading Desks and other key constituents in the Programmatic ecosystem
* Manage current, and build new, Programmatic vendor relationships
* Create, ideate and oversee social media campaigns for Nickelodeon show launches internationally & tentpole events like the Kids Choice Awards, Slime Cup

## Qualifications for audience manager

* Practical experience with common software development methodologies and tools (IDEs, defect tracking systems, build tools)
* You must have a creative and open-minded approach to technical marketing and display the ability to challenge convention
* A minimum of 3+ years in the technical product marketing/management space with a proven track record of leading initiatives at (global) scale
* Demonstrated track record of successful execution of product marketing assets -- messaging, positioning, packaging, pricing, and competitive asset creation and delivery for cloud services
* Significant experience with software as a service or platform as a service offerings including knowledge cloud developer tool vendors
* Experience using SAS, preferably base SAS on Unix, SQL and Oracle or Teradata databases