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# Example of Audience Manager Job Description

Our company is looking to fill the role of audience manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for audience manager

* Advocate in communities (online, offline), and influence with their leaders
* Cultivate relationships with TV/Video buyers at major agencies
* Build relationships and close new business with Agency Trading Desks, DSP’s and other key constituents in the Programmatic ecosystem
* Educate Account Executives on the evolving landscape of Programmatic and Audience Sales
* Assist in the development and execution of any custom solutions, from concept through implementation, across internal market-facing and technical teams, any external clients and data partners
* Promote and raise awareness of our targeting capabilities internally, particularly to our National & Local sales teams, provide any needed training support
* Develop and lead the strategic planning of email content in collaboration with editorial team
* Drive the development and execution of email marketing calendar
* Utilize prior performance and analytics to optimize key traffic and revenue metrics including CTR, open rates, engagement, and retention
* Drive innovation and change through business knowledge, creative ideas and strong relationships

## Qualifications for audience manager

* Advanced level Microsoft Excel, Word, and PowerPoint
* A self-starter and a team player with a strong work ethic and positive attitude
* Self-driven and resourceful
* Strong analytical and problem resolution skills are required, the ability to anticipate and direct the next steps needed in varying categories
* Related media marketing, web analytics, digital or agency experience
* Extensive experience with Adobe Analytics