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# Example of Audience Marketing Manager Job Description

Our growing company is looking to fill the role of audience 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 audience marketing manager

* Drive strategies and projects to increase awareness of and participation on a new mobile product
* Assist in the management of paid social and digital media campaigns to drive subscriptions
* Assist with all elements of campaign management, from campaign objectives, to ad production and trafficking, to results and analysis
* Support prioritization and execution of a product release roadmap
* Partner with key internal stakeholders, including marketing, content and technology, to increase downloads, customer engagement and key KPIs
* Define launch marketing strategy and execute campaigns, including tactics to drive engagement and subscriptions, leveraging a mix of influencers, paid media and social
* Assist in the management of paid social and digital media campaigns to drive downloads
* Manage advertising and creative agencies
* Leverage Facebook, Twitter, Snapchat, Instagram and other social platforms to reach new audiences
* Lead overall paid social strategy across platforms

## Qualifications for audience marketing manager

* Bachelor’s degree or equivalent required, preferably in Marketing or related field
* 3-5 years proven experience with digital marketing or brand organization
* Demonstrable experience managing marketing databases, email, mobile apps, social media and/or digital marketing campaigns
* Highly creative with experience in identifying and optimizing target audiences and devising digital campaigns that engage, inform and motivate
* Brand champion & digital marketing guru
* Highly motivated & self-starter who bleeds initiative & can easily prioritize short & long-term projects