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# Example of Customer Marketing Job Description

Our company is growing rapidly and is hiring for a customer marketing. 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 customer marketing

* You’ll work with the CM Manager to agree top-level comms strategy for your campaigns
* You’ll work with the CM Manager to manage budget for your campaigns, making sure that we operate in a cost-efficient and streamlined way
* Pull POS data from account POS site and puts all programs into the ROI tool other tools for analysis (catalog spreadsheet, side by sides, MDF sheet)
* Growth ownership - Plan and execute highly visible customer acquisition programs and campaigns including responsibility for messaging, scheduling, testing, measuring and analyzing the performance and identifying new opportunities based on customer and business data
* Managing Paid marketing budget and program scale - Building customer acquisition scale and efficiency from paid channels, analyzing current performance, managing budget allocated for paid media and implementing initiatives for testing, optimization and improvement across devices and channels
* Leadership – manage a team of marketers to drive most efficient marketing programs and also establish processes to improving customer acquisition and conversion, analyze current performance and success of those levers and implement initiatives for testing, optimization and improvement across devices and channels
* Thinking creatively about ways to drive new customer acquisition across non-traditional media and channels
* Partners effectively with industry marketing to ensure that each vertical has tailored programs designed uncover and advance upsell opportunities
* Works closely with the demand generation and marketing operations teams to leverage marketing automation tools (Eloqua, Terminus, ) to finely tune campaigns for maximum performance
* Develop project timelines, define tasks and milestones and manage resources as needed to ensure on-time delivery of projects

## Qualifications for customer marketing

* Own and drive new product development & launch
* Ability to manage multiple projects with multiple deadlines without losing your cool
* Work with the Commercial Teams to agree the segment based strategy approach to make sure that there is maximum coverage across the customer base using a multi-channel approach
* Understand and drive positive base management movements through Upsell, cross sell and recontracting
* Demonstrated experience of working with complex segmentation
* Evidence of taking a test and learn approach to marketing campaigns, showing continuous improvement