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# Example of Display Marketing Manager Job Description

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

* Proficiency in excel (vlookups, sumifs, pivots)
* A minimum of 3-5 years’ experience in a relevant agency or client side role required
* Manage Prime Video's above-the-line and paid display budget and campaigns in new territories
* Measure impact on Prime Video business metrics
* Manage a continuous testing plan which delivers consistent channel growth and performance improvements against key metrics
* Manage internal, agency and other external relationships to run campaigns across a wide array of networks and mediums, reaching maximum current and potential customers
* Drive the implementation of new scalable, cost-efficient campaigns
* Brief above-the-line creative to Creative team/agency
* Drive customer acquisition, engagement, conversion and loyalty via paid search and other paid media
* Manage and execute prospecting and retargeting campaigns

## Qualifications for display marketing manager

* Bachelor’s degree in a related field, or an equivalent combination of formal education and directly related experience
* Minimum of 3 years of digital display, marketing, or advertising experience that includes proven results in developing and optimizing campaigns to meet business objectives
* Minimum of 2 Years’ experience with Google Display Network or other display platforms
* Strong attention to detail, project management and organization skills with ability to multi-task
* Experience managing the development of creative or advertising
* Experience with DoubleClick, tagging and reporting campaigns