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# Example of Display Marketing Manager Job Description

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

* Work with CPS and Analytics teams to identify best platforms for managing Biddable Display campaigns
* Implement approach for specifying and evaluating campaign structure
* Partner with analytics to design / implement approach to ad testing
* Enable conversion optimization to work in Display and Paid Social Channels
* Use DMP & Device Graph technologies to help crack the code on cross device & integrated marketing across Display , Search and Site
* Delivers a robust testing methodology for new vendors to maximize ROI
* Enables consumer driven communication
* Maximizes the retargeting opportunity
* Supports the Senior Digital Display Ad Manager in the execution of strategic display and video marketing annual plans that integrates with organizational marketing initiatives
* Consistently reviews web analytics provided by Google Analytics, DoubleClick for Display, marketing mix modeling and digital attribution tools, and agency reporting platforms to identify trends and provide optimization

## Qualifications for display marketing manager

* 5+ years of search engine marketing and display advertising
* Strong understanding of search marketing and Display fundamentals, including keyword research (discovery and expansion), ad copy and landing page design, campaign building and planning, KPIs, campaign optimization and reporting
* Understanding of Organic Search fundamentals and how to coordinate strategy across search marketing and SEO
* Ability to own and manage agency relationships
* Comfort with data, ability to compile and analyze metrics, and report on campaign performance and direction
* Experience copywriting for digital media