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# Example of Growth Marketing Manager Job Description

Our company is looking for a growth marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for growth marketing manager

* Work very closely with the US Prime team to run various A/B testing and member acquisition campaigns to drive Prime membership growth
* Plan and implement innovative new acquisition tools/products with the US product team or Japan Mobile team
* Work closely with online marketing channels such as Email, Social, Paid Search, Affiliate, Display ads, Mass & Brand marketing team to plan marketing initiatives and acquire incremental Prime members
* Work closely with Prime benefit partners (e.g., Prime Video, Prime Music, ) to increase the number of customers joining Prime from their sign up locations
* Work to ensure message across globe is resonating and relevant
* Support a high-velocity and high-integrity experimentation environment, partnering with analytics on A/B test design and measurement, and data science on incrementality studies
* Develop effective bid and optimization strategies (and technologies), with a process to quickly identify and respond to changes in performance
* Own the decision around third-party bid management tools and attribution platforms
* Coordinate tightly with other channel managers, sharing learnings regularly and applying within your channels
* Drive vision for SEM/SEO team and the broader growth team as we scale

## Qualifications for growth marketing manager

* CRM, managing AdWords accounts and identify key trends and patterns
* Execute campaigns based on the strategy and track/measure campaign performance against set goals
* Work closely with sales teams to understand how marketing can best support sales efforts
* Create sales tools to support CSOD Growth Edition sales team with lead follow up
* Work closely with product marketing team to understand messaging and positioning
* Mastery of technology-based marketing stacks including landing page development, marketing automation software, email nurturing flows