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# Example of Growth Marketing Manager Job Description

Our innovative and growing company is looking for a growth marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for growth marketing manager

* Develop, implement and manage direct marketing Acquisition programs and activities to increase client acquisition and penetration
* Develop, implement and manage direct marketing Retention programs and activities to maximize growth, utilization, and retention opportunities
* Collaborate with business partners to help inform business briefings and deliver compelling marketing plans, business cases and creative briefs
* Budget Oversight - for all Personal Lending campaigns
* Own the strategy, vision, and execution of our referral program, across properties
* Build a new organizational muscle around mobile app acquisition
* Support a high-velocity and high-integrity testing environment, from optimizations to bold experiments
* Drive vision for our mobile growth function and the broader acquisition team as we scale
* Helps build tactical plan that aligns with strategic vision of the department and executes against it
* Manages and motivates the MCMF marketing outreach team including the development of annual targets, ensuring competitive positioning, messaging and coordinated deployment to achieve maximum exposure, lead generation, and implementation of appointments, events and activities

## Qualifications for growth marketing manager

* 7+ years of experience in marketing, with specific experience in driving existing customer engagement
* Writing and illustration competence
* 5+ years combined product and growth marketing experience delivering highly successful user acquisition and engagement strategies, with a focus on B2C marketing
* Create the Mobile Search marketing vision, strategy, roadmap, requirements, release schedule, and campaigns to drive user and usage growth
* Minimum of 10 years marketing (Search) products in consumer-focused companies
* Create the Search Growth vision, strategy, roadmap, requirements, release schedule, and consumer campaigns from an end-to-end funnel standpoint to drive user, usage growth and retention