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# Example of Growth Marketing Manager Job Description

Our company is looking for a growth 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 growth marketing manager

* Partner with operational and technical teams (Business Analytics, Sales Ops, Marketing Ops, Engineering, Pricing, ) on developing and maintaining analytics, dashboards and reporting
* Evaluate and communicate product/feature performance & escalate any issues and risks
* Lead data and analysis required for recurring operational reviews
* Drive Growth with New and Current Customers - develop and run operations for programs to support growth of new and existing features and products
* Product Marketing Managers for respective products and features
* Sales team for net new customers
* OBR marketing team for OBR sales plays
* Customer success team for upsell/cross-sell programs
* Renewals & Channel teams
* Develop a sales play methodology for the PMM org

## Qualifications for growth marketing manager

* Track record for building a plan, gaining consensus and executing to drive results
* Mobile analytics
* Other digital measurement technologies
* Proven collaboration ability, effectively working across multiple stakeholder groups, cross-functional groups, departments and leadership teams both within the organization and outside of the organization
* Strong knowledge of tag management, translating requirements into analytics strategies, integrating various data sources, and database marketing techniques including targeting, segmentation and modeling
* Ability to stay aware and ahead of emerging technologies, industry and regulatory changes with a proven track record of prioritizing and implementing within the organization