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# Example of Internet Marketing Manager Job Description

Our company is growing rapidly and is hiring for an internet 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 internet marketing manager

* Partners with internal/external stakeholders to lead and execute account specific marketing activities, such as Special Packs, online merchandising and digital/social banners to support overall activation campaign
* Extrapolates brand insights in the creation and development of defined shopper related marketing plans for all brands
* Accountable for the analysis and reporting of market activation data and provides corrective action recommendations in collaboration with brand teams
* Act as key point of contact for marketing and sales on new product development (NPD) timing, planning, development
* Responsible for creating and leading demand-generation and nurture marketing plans, campaigns, and offers -- including acquisition, upsell and cross-sell programs
* Own the address-based and geographic targeting strategy from a CRM standpoint in collaboration with the Data Analytics, Predictive Modelling and Geospatial teams
* Measure marketing tactics across all address-based programs, while communicating key learnings to external stakeholders
* Work closely with Sales Operations, Commercial Strategy and Product to deliver strong marketing plans that deliver on address-based objectives
* Ensure programs are strategically aligned with the overall quarterly objectives and reinforce value proposition
* Help to overcome cross-functional hurdles or dependencies preventing success of marketing programs

## Qualifications for internet marketing manager

* Experience developing and executing GTM and STP strategies
* Telecommunications, software or cloud industry experience preferred
* Manage the Cluster marketing budget (A&P)
* Embed Channel marketing strategy into the local country / cluster VC community, including defining and operationalizing all collaboration points within country / cluster
* Develop online campaigns to maximize traffic to inContact with local online customers
* Participate in customers meetings with online KAMs and create working relationship directly with the marketing department of the customers