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# Example of Lifecycle Marketing Manager Job Description

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

## Responsibilities for lifecycle marketing manager

* Deliver on these activities in order to enable the Senior Marketing Manager to develop early product concepts/positioning development, commercial leadership for the Research and Development teams, and the appropriate go-to-market considerations and strategies involving life-cycle management, market access, competitive strategy and customer experience through the buying process
* Apply deep focus and strong project management expertise, “can do” attitude
* Utilize strong technical skills to accomplish the tasks and strong communication/interpersonal skills to work within a complex matrix of functions, that will include R&D, Market Insights, Quality, Supply Chain, Platform Leadership team and other sales and marketing organizations
* Other duties will be assigned as needed based on business need and priority
* Provide direction to internal and external creative resources to develop new, multi-channel, marketing materials
* Develop high quality customer-facing collateral including brochures, briefs, articles, blog entries, infographics, white papers, videos, pocasts and more
* Demonstrate ability to work at a strategic level (generating bold and innovative ideas for growth) and at the tactical level (creating and optimizing campaigns, managing marketing campaign execution, analyzing traffic data and solving problems)
* Support the development of the tech stack/infrastructure to support the acquisitions and engagement programs
* Build a body of knowledge on social / digital/ email performance with the objectives of informing future decisions on content, partners and strategies contributing to thought leadership
* Driving growth to our 3rd Party partners from multiple sources, including offline channels, free and paid search, email marketing, affiliate marketing, social networking, mobile, and on-site placements

## Qualifications for lifecycle marketing manager

* Manage the creation and execution of global campaigns across multiple channels, with a focus on email
* Ensure all campaigns are delivered on time, to the correct audience with the best possible consumer journey
* Brief data teams to ensure we are targeting the right audience with the right content
* Build strong relationships with product marketing, comms, media, territory marketing leads, creative, cross-functional teams and 3rd party suppliers
* Support territories with localization and live testing as required
* Partner with analytics teams as required