Downloaded from <https://www.velvetjobs.com/job-descriptions/lifecycle-marketing-manager>

# Example of Lifecycle Marketing Manager Job Description

Our innovative and growing company is looking for a lifecycle marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for lifecycle marketing manager

* Deliver projects on time, on budget and meeting revenue goals
* Conduct performance appraisals, coach and develop staff, hold accountability meetings, conduct team performance meetings, perform employee observations, maintain a manager action plan, maintain a low performer action plan, ensure cross training/back-up is available, implement succession planning, ensure all staff comply with compliance requirements, successfully exercise the usual authority of a manager
* Exhibit a passion for innovation, tenacity for owning the end-to-end customer experience, collaborating across multiple functions and driving business results for both the short and long term
* Develop and execute the customer experience & lifecycle program of work across multiple customer touch points including email, web and support channels
* Develop a campaign roadmap for across offerings and platforms and delivering on relevant targets
* Champion the customer experience and journey, partnering with internal stakeholders to optimize the holistic customer experience
* Leverage insights and data to develop deep customer empathy and develop segmentation to identify the biggest opportunities to drive customer engagement
* Identify and incorporate internal and external best practices to develop a customer lifecycle program of work and lead experimentation to deliver big outcomes
* Deliver highly relevant and personalized experiences to our customers
* Leverage global best practices to deeply embed our customers into our product to drive active usage and stickiness

## Qualifications for lifecycle marketing manager

* Adaptable and can thrive in a rapidly changing environment with a high level of ambiguity
* Own the development and management of global lifecycles and live service campaigns across multiple channels, with a focus on email
* Consistently partners with cross-departmental leads to create innovative solutions to impact business results
* Advanced level PowerPoint and Excel required
* 8-10 year of experience in email marketing, lead nurturing, marketing automation, and web analytics
* Subject matter expert in email marketing, marketing automation, and Salesforce (Eloqua, Marketo, ExactTarget)