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# Example of Marketing Acquisition Job Description

Our growing company is looking to fill the role of marketing acquisition. 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 marketing acquisition

* Lead campaign design and build to test ad copy, landing page, bidding, and audience targeting to find opportunities to drive incremental growth
* This position reports to a Senior Manager on the Acquisition Marketing Team
* Create and implement marketing plans to support key retail distribution partners, both brick-and-mortar and online, to drive consistent, strong business results with primary focus on driving retail & web traffic
* Partner with sales leaders on internal sales competitions that drive incremental sales
* With supervision, write creative briefs, open jobs, help determine technical/delivery specs, and traffic approvals (route through legal, marketing, design, production, third party partners, distributors)
* Provide support to Manager and Sr
* Organize, track and compile all national marketing activity
* Develop comprehensive library of competitor tactics and Key Account support
* Manage a team that is responsible for acquisition marketing programs, focusing on the U.S. websites while also looking at the business with an omni-channel strategy
* Develop, manage and implement effective marketing strategies including all acquisition programs for Columbia’s suite of brands

## Qualifications for marketing acquisition

* Minimum of one year experience in direct marketing with focus on meeting performance-based goals
* Professional communication person-to-person and email
* Strong background in online display advertising / RTB, search engine marketing, affiliate, mobile and social media marketing
* Deep understanding of managing acquisition strategies tied to cohort-level conversion and spend-by-customer metrics managing attribute models beyond just last-click attribution
* Minimum 5+ years of experience in a digital, subscription-based marketing role
* 5+ years of experience in acquisition marketing with deep channel knowledge in SEM and Performance Display