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# Example of Marketing Acquisition Job Description

Our growing company is searching for experienced candidates for the position of marketing acquisition. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing acquisition

* Lead and manage event partnerships across the region that focus on signing up riders and drivers
* Execute local and regional media buys
* Assess marketing performance across programs
* Identify and recommend strategies to the improve marketing investment mix – includes shifting of funds across programs, expansion of profitable channels, scaling back less profitable programs, rollout of new offers
* Craft the strategic vision for our major acquisition and promotional marketing programs, developing the short-, medium-, and long-term roadmaps for these programs to achieve demand and sales objectives
* Flawlessly execute our national promotions, leading strategy, execution and results tracking/analysis
* Lead and develop a team of marketing specialists responsible for mass and direct campaigns
* Define and develop the marketing strategy and vision of quarterly mass campaigns to acquire customers and present to the executive team for alignment
* Execute marketing campaigns end-to-end for the segment by collaborating closely across the marketing organization including Marketing Communications, Product, Pricing, Business Intelligence, Operations and Sales
* Directly manages team and coordinates with functional leaders

## Qualifications for marketing acquisition

* An accomplished, multi channel, consumer marketer
* Affiliate experience a plus, experience with digital advertising tactics, preferred but not mandatory
* 3+ years of experience operating a large scale SEM platform with a heavy focus on data driven decision making, creation of Adwords scripts, and development of automation tools
* Your role is to promote new player acquisition via our woman’s weekly print brands our online channels
* Experience with attribution analysis as its applied to acquisition and digital marketing programs
* Combination of relevant experience and education may substitute in lieu of degree