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# Example of Marketing Acquisition Job Description

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

## Responsibilities for marketing acquisition

* Seek and understand industry best practice and keep up to date with market changes, competitor activity and strategic developments
* Manage suite of marketing solution providers – identify potential services to improve performance
* Negotiate media buys and services contracts
* Manage the development and execution of acquisition marketing strategies across Paid Search, Paid Social, Display, and Affiliate Marketing channels to accomplish business objectives
* Manage the Acquisition Marketing Agency and media partner relationships
* Maintain budget forecasts, media allocation, trend analysis, and optimizations
* Manage and maintain the acquisition marketing calendar and timeline focusing on key dates relating to content/stories, product drops, promotions, sporting events, and holidays
* Leverage your deep understanding of the digital marketing space as it relates to direct response to drive traffic to our Ecommerce website
* Create and maintain best practices and lessons learned for each of the acquisition channels
* Develop strong relationships across Ecommerce, Retention Marketing, Connected Fitness, Brand Marketing, and other departments to facilitate integrated marketing strategies and knowledge sharing

## Qualifications for marketing acquisition

* 1-3 years of marketing analytics, database, and/or paid-media buying experience
* History of achievement demonstrated by BA/BS degree with strong GPA (top 15%) at top-tier school with quantitative major(s) and/or other recognition such as scholarships, awards, and honor societies
* Advanced degree in a related field a plus
* Experience with advanced quantitative analytical techniques
* You are intellectually curious, driven by accountability, have exceptional data skills, an original thinker, possess a growth mindset, with the ability to be both analytical and creative
* You can learn fast, think strategically, and execute methodically