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# Example of Marketing Acquisition Job Description

Our growing company is searching for experienced candidates for the position of marketing acquisition. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for marketing acquisition

* Responsibility for traffic development via multiple marketing channels, e-mail, direct, sponsored links, free search/SEO, paid search, affiliates/blogs, display ads, mobile, social media, and offline events
* Create programs and services that position our brands with quantifiable differences vs
* Develop strong relationships with key internal stakeholders (Marketing, Sales, supply chain, ) but also with external stakeholders including shelters, KOLs, advertising agencies, industry professionals
* Manage relationships with internal and external partners, Cardmember targeting teams, Tech teams, Product teams, and Air Miles and SPG co-brand partner teams
* Analyze quantitative and qualitative information to develop and recommend strategies for improved offer targeting and offer constructs
* To develop marketing campaigns working in an omni channel environment, strive for digital transformation to fully exploit the Adobe marketing platform
* Build and manage robust annual and quarterly plans to support the SME acquisition campaigns programme which align to the overall business strategy and drive consideration, revenue and business growth
* Deliver high quality acquisition campaigns with innovative comms using the optimum media mix, ensuring activity runs as planned, on time and within budget, and ultimately drives the desired outcome
* Understand the SME customer base by understanding customer insight and execute all campaigns with the customer in mind
* Review, analyse and continuously improve the acquisition campaign programme to ensure best results

## Qualifications for marketing acquisition

* 2+ years of relevant work experience in digital marketing (preferably in a high growth B2C / SaaS environment)
* 2+ Years experience directly or within a team developing, executing and scaling high impact, profitable, multi-channel customer digital acquisition programs that drive growth
* Minimum 7-10 years’ experience in media, preferably for a large brand or at an agency or a combination of both experience working with creative teams/agencies preferred
* Consumer brand experience
* Deeply analytical and numbers focused
* Effective multitasking and problem-solving skillsInterest in fashion and retail a plus, but not necessary