

Example of Acquisition Manager Senior Job Description

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Our growing company is searching for experienced candidates for the position of acquisition manager senior. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for acquisition manager senior

- Document and evolve best practices and create case-studies to help increase support for Audience Development initiatives
- Work closely with editorial and business teams to produce case studies showcasing best practices
- Analyze market and competitive trends to help identify and acquire new audiences by creating and optimizing acquisition campaigns
- Partner with product and technology teams to identify and implement Audience Development requirements in the CNN Product roadmap and execute projects that lead to increased audience loyalty
- Work with senior stakeholders across the business to agree strategic goals and objectives, measurable targets and tactical roadmaps that represent the first milestones on this journey
- Collaborate with marketing to define a go-to-market strategy including segments, territories, value proposition and marketing communications & engagement
- Take a user and data centric approach to product prioritisation and planning, presenting priorities and direction in a well argued, evidenced and compelling way
- Communicate product progress and direction across the business via working/steering groups, wiki & email updates, corridor conversations, presentations, learning lunches and more
- Break down the product roadmap & strategy into prioritised, development-

- Using agile methodologies, work across disciplines to deliver a pipeline of priority user features that release iterative value to the end user

Qualifications for acquisition manager senior

- Minimum tertiary qualification in a finance &/or marketing related field, preferably postgraduate
- Proven experience in leveraging data insights to drive informed business decisions
- Demonstrable value derived from analysis, hypothesis generation and solution delivery
- Ability to build and leverage effective internal and external relationships and present to and influence senior stakeholders
- Ability to evaluate content on a creative basis
- Mastery of Microsoft Word, Excel, Powerpoint and Google Docs are a must