



Example of Acquisition Marketing Manager Job Description

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Our company is hiring for an acquisition marketing manager. 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 acquisition marketing manager

- Assist in acquisition marketing campaign management, including the production and distribution of online and offline marketing materials
- Monitor and suggest improvements for digital marketing efforts including website updates and social media
- Work closely with public relations and media to increase awareness in key national markets
- Help increase traffic to the website consumers using various game titles
- Partner closely with the Southern Living Editorial, Publishing and Digital leadership to identify areas of collaboration across the brand and influence key business decisions
- Defend core business by driving circulation revenue and profits by optimizing existing marketing and developing innovative programs
- Develop strategy and marketing direction for new business acquisition for sources including direct mail, email and cross promotions
- Analyze marketing and business results to identify opportunities for growth and develop recommendations based on the data
- Support new revenue extension concepts for Southern Living brand and lead pilot programs to develop new consumer revenue streams
- Develop and maintain budgets including monthly financial reconciliations

Qualifications for acquisition marketing manager

- Experience working with digital advertising – paid search, fixed display, fluid display, social, video, email
- Experience using project management software and ability to create schedules and set milestones
- Knowledge of best practices for online marketing and the analytics tools used to measure success
- Able to manage, prioritize and execute multiple projects at one given time
- Creative and resourceful thinking and the ability to make decisions and organize thoughts under time and budget constraints
- Proven record of driving partnership, collaboration, transparency and execution across teams