



Example of Audience Marketing Manager Job Description

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Our growing company is looking to fill the role of audience marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for audience marketing manager

- Regularly track performance of activity pacing to plan and execute on appropriate promotional strategies to help meet overarching Medscape Education quarterly/yearly revenue goals
- Work closely with internal and external cross-functional teams to coordinate and execute tactics within marketing plans for sold activities
- Work with stakeholders from the email, content, and campaigns team to identify and track audience attributes in order to create audience segments that will drive personalization and advertising efforts
- Work with email team on automation initiatives, ensuring data is passing through from CDP to trigger campaign deployment
- Work with campaigns team to create actionable views of our audiences by identifying, building, and activating high value segments
- Function as the internal expert on our audience management platform, its capabilities, and roadmap
- Collaborate with email operations and IT teams to ensure integrity of our consumer data
- Collaborate with Consumer Data Analytics lead on tracking, attribution, meta data, and other efforts to enable reports, dashboards, and drive consumer insights
- Work with analytics and web site teams on tagging implementation strategies
- Support efforts to ensure that governance standards on data use policy are upheld with partners, agencies, vendors, and internal team members

- Drive for results – Builds plans that consider potential obstacles and immediate and long-term consequences
- Communication – Communicates with individuals from other teams or organizations, and listens carefully to how they perceive mutual issues or opportunities
- 8+ years of strategic marketing experience in large enterprise accounts
- Experienced practitioner of high-touch, customer relationship programs and marketing to the CIO/C-Suite and executive audience
- Proven ability to excel in a dynamic, fast-paced environment is critical
- Enterprise software background with strong solution selling knowledge is a plus