



Example of Campaign Manager Job Description

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

Responsibilities for campaign manager

- Gather and compile creative specs from all publishers and liaise with creative agency to answer questions and manage deadlines
- Ensure all creative is complete and meet site specifications
- Work with client team to coordinate implementation of tracking tags
- Launch campaigns, provide Q&A and troubleshoots all technical issues
- Monitor campaign delivery daily and work with publishers to ensure campaigns are pacing toward full delivery
- Remotely monitor high impact campaign launches
- Monitor Campaigns to ensure all campaigns are hitting the promised impressions goals and spots during their flights
- Work with Eastbay brand and marketing leaders to plan and implement brand strategy and storytelling
- Secures product for shoot and creates storyboards of recommended outfits
- Assist in the development and maintenance of budgets, schedules, marketing plans, tactics and resources necessary to achieve business and project goals

Qualifications for campaign manager

- Ability to work across departments in a fast paced, deadline-driven environment
- Demonstrated ability to self-motivate, work in teams and be flexible within an evolving environment
- Enthusiasm and willingness to learn a must

- 6+ years of consumer marketing experience, including a minimum 4 years of email marketing
- Prior experience working at a top tier email service provider is preferred, Exact Target, Yes Mail, Responsys, Experian, Epsilon