



Example of Campaign Manager Job Description

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Our company is growing rapidly and is hiring for a campaign manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for campaign manager

- Ensure campaigns adhere to well managed standards
- Act as SME on campaigns
- Identifying new channels and ideas to deliver campaign elements for different sectors/service lines (email, web, social, face to face, press, SEO/PPC)
- Briefing marketing and agency teams, outlining key audience and messages, agree roles & responsibilities
- Develop and execute above and below the line promotional campaigns via mobile push technologies, in-App messaging, email and web messaging
- Communicate clearly with business leadership at weekly business reviews
- Curate the mobile push marketing customer experience
- Team with Marketing to ensure copy and email deployment of various marketing programs
- Run reports for individual campaigns in aggregate and assist in tracking trends in email engagement metrics and financial performance
- Serve as backup to all email marketing execution, and as backup catcher on company softball team

Qualifications for campaign manager

- Advanced user of digital platforms
- Bachelor or Associate Degree (Business or Graphic Design preferred)
- Experience in developing digital advertising creative a plus
- Experience with ad servers a plus

