



Example of Campaign Marketing Manager Job Description

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Our innovative and growing company is hiring for a campaign marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for campaign marketing manager

- Consistently iterate and improve on marketing programs through regular measurement and optimization
- Become a product expert in our industry and develop highly-relevant content to support your campaigns
- Collaborate effectively with key stakeholders across the global marketing and sales teams to drive end-to-end program results
- Streamline and simplify processes to drive frictionless, uncompromisingly simple campaign execution
- Produce detailed marketing activity plans for your sector(s), working closely with the sales and product teams
- Stakeholder management – Ensure all stakeholders of the plan are managed and informed as to the progression and execution of the plan
- Lead multiple project initiatives by providing the necessary thought leadership and project management to deliver top quality solutions, with specific initial focus on development of robust strategies and processes
- Drive process automation and improvement to ensure flawless and timely execution for all campaigns
- Create documentation artifacts needed for the campaign and compliance process
- Maintain open lines of communication with leadership, partners/sponsors, analytics/modeling and stake holders in order to continuously evolve and improve the process

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- Experience in creating, supporting and executing integrated marketing campaigns, and developing the measurement strategies to measure campaign success
 - Experience with D2C ecommerce or D2C digital services preferred
 - BA/BS in marketing, economics, business or related field
 - Bachelors degree or OR in lieu of degree
 - 5+ years in ecommerce and/or digital marketing
 - Experience working with cross-functional teams, particularly digital merchandising and marketing teams