



Example of Engagement Marketing Manager Job Description

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

Responsibilities for engagement marketing manager

- Development of training and conference content focused on tools that drive referrals & networking through digital and local marketing strategies
- Drive usage of resources that support a number of initiatives for field leadership and corporate business partners
- Act as 8 Key Marketing Activities subject matter expert (with a Referrals & Networking focus) for Advisor Business Development Group, Franchise Consultants, field leaders and advisors
- Drive key projects from concept to launch including working cross organizationally, ensuring timelines, budgets and commitments are met, while providing exceptional communication to team members, leaders and stakeholders throughout the process
- Assist in creation of strategies that drive increased advisor referral activity and lead conversion including alignment with key enterprise initiatives, collaboration with business partners, and field leadership
- Execute the influencer outreach strategy
- Manage day to day liaison with influencer activation agency
- Lead onsite execution of influencer events
- Create product seeding strategy and lead product seeding efforts globally
- Own Limited Edition product development

Qualifications for engagement marketing manager

- Experience with best practices in sales and marketing content
- Experience adjusting plans to capitalize on changing circumstances and opportunities
- Superior communication skills, including writing and presentation skills
- 3+ years' experience effectively managing people and building a team