



Example of Engagement Marketing Manager Job Description

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Our 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

- Create campaign communication plan that drives consistency across touchpoints and meets health literacy guidelines
- Create campaign tracking plan and tools to evaluate results, identify best performing marketing activities, refine plan and implement improvements into future marketing initiatives
- Drive customer engagement through targeted marketing and merchandising to increase order frequency and volume
- Leverage A/B experimentation to manage performance, drive channel and campaign optimization and identify key drivers of trends in the customer behavior
- Develop and execute customer retention and churn management strategies
- Liaise closely with the product development teams to drive innovation aimed at improving customer experience
- Closely monitor customer feedback/needs through surveys and research
- Develop foundational member engagement vision, strategies and initiatives that make it easy for members to use their health plan and meet consumer Net Promoter Score® goals
- Build enterprise awareness of the member experience and influence senior management to adopt new ideas, technologies and solutions to meet emerging consumer needs
- Map the member journey to inventory communications, determine gaps and prioritize solutions for a simpler, more personalized member experience

- A positive and collaborative working style
- Strong foundation in data analysis through Excel and presentation development in PowerPoint
- Ability to develop marketing strategies based on deep-dive analysis and present findings to leadership
- Experience driving engagement through a field or advisor organization
- Minimum of 3+ years experience in event activation development and plan execution including digital and social activation
- Experience driving projects within defined schedules with the ability to resolve issues and gates while maintaining schedules