



## Example of Engagement Marketing Manager Job Description

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Our company is looking for an engagement marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

### Responsibilities for engagement marketing manager

- Develop and lead organizational wide communication and touch - point governance and oversight process
- Develop member personas to segment communications with personalization that improves the consumer experience
- Develop member engagement social strategy linked to business goals
- Implement consumer research plan, assessing proprietary and third - party data, to develop deep consumer empathy, identify member pain points, solutions and segmentation insights
- Customer-first obsession that drives development of global program objectives, contact strategy, communication channels and content that benefits and enhances customers' reading experience
- Establish a high bar for marketing creative and copy
- Drive implementation of new technical capabilities (in our product, the marketing infrastructure) by working with a broad cross-section of engineering, finance, product management, customer experience, and operations teams
- Building end-user engagement and developing our social media channel strategy to deliver against appropriate KPIs
- Planning and implementing Nature's social media strategy in collaboration with editorial teams
- Providing regular reporting (including recommendations) on audience engagement and provide data-driven market intelligence into editorial and product teams

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- Experience working in a marketing automation platform is required
  - Project management capabilities - driving projects from inception to completion
  - Experience building consensus with cross-functional teams
  - Excellent teamwork skills, time management skills, organization and project management skills (with attention to detail from inception through execution), and communication skills are a must
  - Customer Satisfaction experience
  - Experience marketing a firm with multiple locations