



Example of Engagement Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our company is searching for experienced candidates for the position of engagement marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for engagement marketing manager

- Develop shoot briefs, shot lists and asset specs/requirements in collaboration with global cross-functional departments and regional marketers
- Manage usage rights process, budget, briefing and trackers for global and regional usage needs
- Conceptualize new content programs and manage activations as it relates to fashion house approvals, tracking, art deadlines, and feedback loop on local execution
- Liaise with regional teams and Creative to ensure programs are modified or developed with for local market relevancy
- Lead owned social media strategy
- Stay abreast and report back to executive teams on global competitive content activity, engagements rates, and global trends
- Oversee social media content calendar with consumer associate
- Partner with Creative Operations on production prioritization, management of timelines, and requirements for shoots—assist in keeping cross-functional departments regularly updated on timing for briefs, shoots, post-production, asset delivery
- Adapt benchmarks, report on program performance, best practices and make actionable recommendations on optimization and future programs
- Liaise with Global communications on content needs for press events and lead adaptations for consumers executions in-store and online

-
- Bachelor's Degree in Marketing, Computer Science or a relevant field
 - Experience in executing strategic marketing plans tied to business goals and deployment of innovative integrated marketing campaigns
 - Experience managing multiple agency and external vendor relationships
 - Marketing or Business communications degree
 - 5+ years of relevant work experience in online B-to-C marketing, and online merchandising
 - Demonstrated history of success in data intensive quantitative analysis and ability to use metrics to back up assumptions/concepts