



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

- Supervise and develop Consumer Associate, consumer marketing
- Lead the deployment of a complex, multi-market marketing value proposition for a select group of our top-performing small merchants, in close partnership with internal stakeholders and external business partners
- Ensure successful delivery and reinforcement of the program through alignment with and training of merchant-facing teams especially Global Servicing Network, One Phone Channel, and external field marketing agents
- Partner with Business Insights, and local Marketing and business teams, and other central teams
- Evolve value proposition strategy and roadmap for our small merchants, especially Top Small
- Lead/support ad-hoc projects to deepen engagement or drive digitization with our existing base
- Develop expertise and keep pulse on competitive landscape and marketing or business development opportunities and best practices
- Advance merchant engagement strategy with focus on increasing scale and effectiveness of Card Member marketing and insights
- Lead strategic discussions with C-level merchants to inform merchants' marketing strategy with AXP business insights
- Partner with internal partners and external agencies to develop an in-depth understanding of customer needs, industry trends, and market requirements to inform future B2B Marketing strategies

- 3+ years experience having analytical proficiency in CRM and web metrics from acquisition to retention marketing
- Demonstrated ability to translate customer wants/needs into actionable, financially viable programs and features
- Mobile retention, social media expertise, loyalty program experience
- Business and technical savvy that drives collaboration with all levels and disciplines within the organization
- Comfortable/experienced working with global teams
- Track record of implementing new marketing tools and technologies