



Example of Growth Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our growing company is searching for experienced candidates for the position of growth marketing manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for growth marketing manager

- Maintain project plans, workflows and editorial calendars throughout the content process
- Establish strong working relationships with partners and other SMEs to fuel the development of timely topics and content reviews
- Evangelize content across digital, social and traditional channels and internally
- Lead paid strategy and execute campaigns across the US, and as needed, in international regions
- Provide rapid insight and visibility into what drives business results and communicate those to cross functional and leadership teams
- Regularly updates websites to contain most current slides/collateral
- Spot and implement ongoing campaign optimisations
- Measure everything
- Drive and communicate about new product launches from start to finish to build awareness for new product features and functionality in EMEA
- Develop strategies for Prime member acquisition, and propose membership growth plans to executives

Qualifications for growth marketing manager

- Manage our digital assets - website and social media

- Sales collateral development
- Tactical local campaigns
- Develop SEO and SEM within the business, content development and management