



Example of Inbound Marketing Manager Job Description

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Our company is searching for experienced candidates for the position of inbound marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for inbound marketing manager

- Implement effective joint marketing campaigns with key Foundry partners and Silicon partners (close collaboration with partners' marketing teams will be essential)
- Establish simple yet effective set of KPIs to measure effectiveness of marketing activities/initiatives
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, ebooks, reports, webinars, infographics)
- Liaison with segment marketing teams to understand needs to recommend digital channels and best practices
- Provide marketing operations expertise to support fully integrated demand programs including paid media, email, webinars, content, and events
- Recommend scalable, in-demand relevant content that targets prospects in all stages of the buyers' journey
- Plan, execute, and measure experiments and conversion tests - oversee the implementation of A/B testing protocols and procedures
- Brainstorm new and creative growth strategies by identifying trends and insights, and optimize spend and performance based on insights
- Evaluate emerging marketing technologies
- Work in a fast-paced environment, be a strong team player, and follow through independently on projects and tasks

- High drive and energetic individual with results-oriented mindset
- Bachelors or Master's degree in Marketing, Business or Communications with a GPA of 3.0 or higher
- Minimum of 10years of marketing communications experience required, preferably in a semiconductor industry leader
- Must possess excellent oral, written communication and presentation skills (past samples may be required)
- Takes initiatives to develop creative Outbound and Inbound marketing programs
- Proven track record of successful marketing programs and campaigns