



Example of Inbound Marketing Manager Job Description

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Our growing company is looking to fill the role of inbound marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for inbound marketing manager

- Increase new leads, including MQL by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers)
- Create and implement digital lead gen workflows
- Organize and implement marketing plans for webinars and monthly workshops
- Prepare lead generation reports by collecting, analyzing, and summarizing sales and marketing data
- Manage freelance writers via Upwork by assigning content and editing draft submissions
- Develop new sales and product materials in partnership with newsroom, product marketers, and sales management
- Partner with research manager to package and deliver essential statistics and analysis to sales organization and include in collateral, publish online
- 3 to 5 years experience in content marketing
- 3 to 5 years experience in inbound marketing campaigns, social media advertising, digital marketing, and content strategy
- Skilled with Hubspot, PowerPoint, InDesign, Photoshop, HTML, Excel, Google Docs and Dropbox

Qualifications for inbound marketing manager

- Solid media and analyst relationships in the technology sector

- Minimum of three years experience with marketing automation, email marketing, lead nurturing, and web analytics
- English writing skills and a keen eye for graphic design are preferred
- 7 years of experience in B2B marketing with emphasis in inbound marketing, content marketing and/or demand generation
- Collaborator with experience leading others, directly or on projects, and interest in building and managing a team