



# Example of Inbound Marketing Manager Job Description

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Our company is growing rapidly and is looking to fill the role of inbound 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 inbound marketing manager

- Develop, test and optimize messages and campaigns across all channels (online, print, events)
- Work cross functionally and write high quality content for marketing materials including blog posts, social media, press releases, landing pages, emails, case studies, white papers and more
- Work cross functionally with marketing specialists responsible for all aspects of outbound and inbound marketing campaigns, including email, nurture, SEO, creative, social, digital advertising, QA and testing
- Establish an editorial content calendar and collaborate across the Marketing team to deliver top of funnel content, emails, event messaging, and other assets (white papers, landing pages, eBooks) that drive prospect engagement
- Understand and analyze marketing KPIs, develop scorecards and report on results to management team and other stakeholders
- Support Sales with strategic messaging, content and targeted campaigns to increase pipeline activity and improve pull-through
- The tasks this individual is responsible for are often unstructured and the issues addresses are less defined, requiring new perspectives and creative approaches
- The individual will demonstrate good judgment in solving problems identifying problems in advance and proposing solutions
- Webinar Strategy and Execution

## Qualifications for inbound marketing manager

- Bachelor's degree in marketing, integrated communications, journalism/PR, or related field
- Owning and deeply understanding the inbound customer journey for the German market
- Building and managing a rich content/editorial calendar that attracts a qualified audience (including blog posts, whitepapers, ebooks, reports, webinars, infographics)
- Creating, managing, and executing multi-channel marketing campaigns leveraging SEO, social, inbound marketing, email, mail/print campaigns and promoting events to drive customer acquisition
- Optimizing marketing automation and lead nurturing processes through email, content, and social channels
- Establishing closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and convert customers