



Example of Integrated Marketing Manager Job Description

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

- Partner with other campaign leads, product marketing and engineering peers to create and prioritize business requirements to develop an end-to-end integrated marketing plan
- Develop, write and execute added value proposals in response to RFP requests (e.g., mobile, sweepstakes, contests, retail, out-of-home)
- Map content story arcs to your buyer persona/audience and orchestrate tactics, assets and messages that align to the buying stages
- Develop and maintain a captivating customer journey through digital (web, media, social, etc), direct mail programs (door openers, appointment setting, etc), and in-person (event formats) engagement vehicles to deliver fully integrated campaigns
- Build turnkey programs to enable channel partners to drive demand
- Own accountability with the regions and other business stakeholders to deliver campaigns worldwide
- Test, measure and optimize all campaign elements to meet pipeline goals
- Deliver succinct presentations to showcase your results against goals, successes, learnings, and revised action plans
- Own your budget to optimize spend across creative and content
- Track, execute, and manage programs, while maintaining budgets related to promotional/merchandising programs, including invoice processing, monthly reporting and year-end actualization

- Expert knowledge of demand generation mix including email marketing, direct mail, social media, online marketing, channel marketing, webinars, tradeshow and field events
- Good knowledge of marketing automation platforms
- Strong analytical skills and fanatical obsession with achieving ROI
- Exceptional talent for copy writing and editing
- Master project management skills with superb attention to detail
- 5+ years experience in high growth, entrepreneurial B2B environments