



# Example of Integrated Marketing Manager Job Description

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Our company is growing rapidly and is looking for an 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

- Strategy and Planning-- Sets goals, budget and the go-to-market strategy for a particular solution, audience segment, vertical, or competitive attack plan
- Drive the insights roadmap by permanently gathering knowledge about the segment, being fully aware of their demographics, needs, pain points, winning value propositions and creatives and media consumption globally, matching inventory and trip types
- This role will work with the analytic and insight teams to build customer segments, align on key messages, expand customer personas and ultimately determine the go to market communication plan by segment to drive customer insight into segmented based conversations with our travelers and build a customer based communications strategy anchored by behaviors and analytics across all our global traveler segments
- Drive GBV and booking volume through development of integrated omni-channel marketing campaigns and always-on programs, utilizing all appropriate paid channels (TV, Radio, OOH, Social, SEM, Display, Affiliates), owned channels (CRM, website, App, Social) and earned channels (PR, referral)
- Collaborate with Product and Product Marketing teams to ensure that marketing initiatives consider the holistic customer journey throughout the site and App experience
- Author multi-channel Strategy and creative briefs to ensure consistency of deliverables and efficiency of workload management of our creative and

- Work closely with agency and internal creative partners to ensure that all creative deliverables align to overall brand strategy and creative guidelines
- Ensure execution across an internal matrix of channel owners and outside agency partners
- Develop reporting protocols and analyze performance in close collaboration with Business Intelligence and Analytics partners
- Developing client specific concepts and programs and/or marketing programs to drive incremental digital, print, social and/or sponsorship revenue

### Qualifications for integrated marketing manager

- Minimum 5-7 years marketing communications program management experience
- Strong marketing communication skills across digital, social and traditional media, direct marketing, marketing automation, lead generation, event marketing, including management of multi-layer campaigns
- Knowledge of and experience with dealerships and business systems (preferable but not required)
- Experience with sales facing organization, including sales enablement programs
- Proven writing and proofreading skills
- Bachelor's Degree in Marketing, Journalism, English or other related field of study