



Example of Interactive Marketing Job Description

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Our company is growing rapidly and is looking for an interactive marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for interactive marketing

- Provide reporting for all IM programs, project analysis, monthly recaps, quarterly and yearly reports
- Manage execution of Urban Outfitters Paid Social program, including but not limited to budget tracking, campaign optimization and customer messaging strategy
- Support Affiliate Marketing Manager in publisher communication and program optimization
- Partner with SEM/SEO specialist with keyword research and optimization
- Develop and coordinate content strategy for Urban Outfitters Display efforts
- Manage interactive marketing campaigns end-to-end, including brainstorming, planning, testing, execution, reporting and optimization
- Manage and mentor three direct reports
- Review and analyze campaign performance reports, provide team members with additional analysis and strategy recommendations, ensure execution on the analysis to positive ROI
- Analyze results for all channels to ensure traffic, sales, and ROI are reforecasted and in line with planning's forecast on a monthly basis
- Continuously optimize weekly, monthly, and quarterly reporting to provide actionable recommendations and deliver continuous improvements to our processes and performance

Qualifications for interactive marketing

- Leadership and effective interpersonal skills are necessary to communicate vision and persuade partners to participate and align around plans, to brief partners and vendors
- 1 -2 years of interactive marketing experience for a large e-tailer or interactive marketing agency
- Experience with standard industry reporting and diagnostic tools Web Analytics packages (Coremetrics, Google AdWords, Google Webmaster Tools, Commission Junction, BrightEdge)
- Aware of the Urban Outfitters aesthetic and of trends in the marketplace
- Manage Anthropologie marketing calendar
- Oversee overall agency relationships for Search, Affiliate, and Remarketing