



Example of Interactive Marketing Job Description

Powered by www.VelvetJobs.com

Our company is looking to fill the role of interactive marketing. 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 interactive marketing

- Develop strategic plans for online capabilities to support the business objectives of Columbia Threadneedle Investments and meet client needs – specifically financial professionals
- Manage non-BAU programs and campaigns through implementation ensuring deliverables, timelines and budgets are met
- Assist with development of business requirements or testing and ongoing site updates
- Support WBR Interactive Marketing Team
- Assist and support entire department in the coordination of scheduling online submissions
- Create and assist in executing content and master social calendars for WBR Roster
- Research, assemble and organize artist analytics on a weekly basis
- Support department with QA and weekly audits of social pages and websites for WBR Roster
- Facilitate communications between external partners regarding artist events
- Produce and manage email communications thru artist email blasts

Qualifications for interactive marketing

- Working experience with a wide range of marketing channels including paid search, affiliates, SEO, email, retargeting

- Prior leadership experience overseeing a team
- Excellent fiscal responsibility
- Financial services, agency background, or B2B marketing experience
- Familiarity with CRMs, such as Salesforce