



# Example of Interactive Marketing Job Description

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Our growing company is searching for experienced candidates for the position 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

- Collaborate across departments to develop and execute the Interactive Marketing development roadmap
- Creation of digital programs that support Goodyear's Retail business unit
- Day-to-day management of all Retail web projects including timelines, budgets and quality of deliverables
- Manage cross-functional teams (acquisition, consumer experience, IT, web operations, etc) to gain alignment of project priorities and then develop and execute project plans
- Manage agency partners in the development of digital programs
- Execute the strategic direction of Camden's interactive marketing to ensure communities meet their overall goals
- Monitor, analyze, interpret, and report on performance metrics and key trends identifying areas for improvement
- Measure the effectiveness of marketing spend, including web performance and content, SEO and PPC marketing initiatives and third-party managed internet listings services
- Adept at managing day-to-day operational and tactical aspects of relationships with vendors to augment in-house knowledge and expertise
- Experience with front-end demand/generation - finding prospects and driving them to websites

## Qualifications for interactive marketing

- Must have experience developing strategic marketing plans and overseeing the execution of marketing campaigns
- Highly organized with a strong attention to detail and follow up
- Active and knowledgeable with social media
- Proficiency and knowledge of video and audio editing
- Minimum 2 years of solid experience in online/offline marketing, advertising or related business is required