



# Example of Internet Marketing Manager Job Description

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Our innovative and growing company is hiring for an internet marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for internet marketing manager

- Manage the properties online advertising efforts including
- Management of the consumer response site/effort for websites such as TripAdvisor, Expedia, Open Table, Yelp
- Work with public relations to execute social media strategies, developing specific methods to generate awareness, engagement, and e-commerce conversion through social media
- Work with public relations to nurture and manage interactive buzz focusing on earned media opportunities on blogs and promotional opportunities with social media influencers, social media sites such as Facebook, Twitter, YouTube, Instagram and branded communities (such as Everyonesanoriginal.com) to generate positive exposure
- Devise and deliver specific, actionable plans for improving website performance
- Work closely with agencies and internal resources to implement SEO and conversion strategies
- Provide leadership to agencies or associates responsible for search engine marketing performance
- Assist in data collection and reporting against monthly KPIs
- Work closely with the IoT segment, partner and product stakeholders to identify priorities and partner marketing initiatives
- Define marketing strategies in accordance with the needs of the IoT segment and for driving growth of AWS partners

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- You will assist aligning with Corporate marketing around portfolio messaging and positioning, website, industry marketing
  - Helping build marketing content and materials and define positioning and messaging of new products will be essential to this role
  - It is important to define and execute our demand generation and events strategy while collaborating with corporate and field marketing teams
  - There will be an excellent opportunity to work with our creative agencies to deliver highly effective, creative and interactive content to be used for thought leadership, sales training, events
  - Collaborate with enablement team to develop enablement materials and training field and partners
  - Understand the “pulse” of the sales organization in relation to the sale and help develop sales tools to support them