



# Example of Lifecycle Marketing Manager Job Description

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Our growing company is searching for experienced candidates for the position of lifecycle marketing manager. 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 lifecycle marketing manager

- Holistically educate cardholders on use of the product, value proposition and all associated benefits
- Leads digital and e-commerce channel strategy and execution for lifecycle
- Evolve program across all relevant platforms and channels, reaching the customers where they respond
- Direct mail, email, statement insert, reward issuance, e-Service platform, e-commerce, digital display, social
- Partner closely with internal and external data teams to identify opportunities and optimize campaigns
- Collaborates and able to work with dynamic internal and external partners in the development of both creative and technical execution of campaigns
- Analyzes and supports data to inform hindsight, file circulation and go-forward strategy
- Helps flow of data and information between Enterprise Portfolio Development and brand teams, including list circulation and segmentation
- Partners with GCP Finance and Analytics team on offer strategies, including business objectives, reviewing ROI, ROAS, CLTV and identifying target audiences, communication vehicles, and appropriate timing
- Creates testing strategy with clear objectives for measurement and brand impact, develops a culture of test and learn, champion and challenger

- Bachelor's Degree, preferably in Marketing and/or Business
- Familiarity with digital advertising and ad serving
- Develop both targeted and triggered lifecycle campaigns to fulfill engagement and acquisition objectives
- Drive innovation and efficiencies across established (email, in-game) and emerging (push-notes, SMS) channels, ensuring that these channels work in synch with acquisition media campaigns
- Develop strategies to increase contactability within EA's player-base
- Support overarching go to market strategy with integrated communication plans, driving to match content to audience and opportunity