



## Example of Manager, Optimization Job Description

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Our company is growing rapidly and is looking for a manager, optimization. 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 manager, optimization

- Partner closely with Product and Engineering teams to help identify and prioritize upcoming platform needs, select vendors, and launch new payment options
- Develop trade marketing strategy and budget across legal vertical
- Manage branding across all properties within the legal vertical
- Design and execute process to develop and nurture leads from all marketing channels
- Develop metrics to assess the performance of each marketing initiative and optimize future spend
- Provide the sales team with the necessary product expertise, market intelligence and materials to effectively sell our products and services
- Provide management team with regular updates on hotel performance at minimum to include market share, market segmentation, channel metrics
- Build an idea generation program within organization to collect ideas for site / app enhancements from all teams (FDA, Tech, Design, UX, QA, Marketing, Call Center and others)
- Partner closely with the Demand Gen team, Product Marketing, and Content Marketing, Customer Marketing, and other stakeholders on web initiatives
- Manage testing lifecycle, deliverables and cross-functional BMS

### Qualifications for manager, optimization

- Outstanding ability to communicate data, context, and implications
- Optimization, multivariate testing and design of experiments (DOE) experience a strong plus
- Constantly reviewing our optimization processes and finding ways to improve them
- Owns governance and process creation of how optimizations are implemented across paid search, organic search, onsite and paid display
- As the real-time marketing teams brings on future capabilities, such as programmatic, develops new processes of how optimizations are implemented