Example of Marketing Account Manager Job Description

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

Responsibilities for marketing account manager

- Drive e-marketing automation and central reporting
- Create framework for Account Marketing process and programs
- Develop, present and execute integrated marketing programs for Dick's Sporting Goods
- Manage Co-op and Marketing Development funds
- Manage CRM tool to identify opportunities providing guidance and knowledge within marketing, sales and PM organizations
- Partner with Marketing Comm structure to align campaign and effort to generate potential leads
- Builds & maintains holistic SGO Go-to-Market calendar via partnership with SGO marketing team
- Effectively and appropriately communicates information, and partners with business and capability marketing teams, merchants, agency partners, vendors, cross-functional teams and senior leaders
- Seeks appropriate inputs from cross-functional teams to validate, optimize or enhance marketing tactical plans
- Leads performance recap rhythms with SGO Marketing team to communicate findings and learning's based on test & pilots in market

Qualifications for marketing account manager

- Bachelors Degree from top university, preferably in business

- Provide programme-based reporting – ensuring a high-degree of stakeholder management and robust reporting back to the business, including hosting regional programme review sessions
- Proactively plan and monitor the programmes budget, optimising return on investment
- Champion European programmes success across CyberSource's operation
- Experience in UK and European programmes planning and execution essential—digital-led, spanning demand generation, event management, social media, and more