



Example of Marketing Acquisition Job Description

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Our company is growing rapidly and is hiring for a marketing acquisition. 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 marketing acquisition

- Build creative briefs and work with creative services team to bring programs to life
- Assist with weekly budget updates and reporting
- Assist with execution of messaging and creative test plans
- Support team requests to execute on the media plan
- Guide and support the execution of targeted campaigns and the end-to-end campaign management across various channels such as Website, Email, Social Media
- Execute a comprehensive recruitment marketing strategy based on a strong employment value proposition and brand pillars
- Write compelling and high converting content to establish a stronger relationship with external talent pool
- Define strategic use of the various channels and efficiency analysis to ensure we deliver the best ROI for the business
- Lead the development and execution of marketing strategies across all digital channels, including (but not limited to) SEM, SEO, Email, Affiliate, Display, Retargeting, and Paid Social
- Develop and maintain budget forecasts across multiple regions, media allocation, trend analysis, and optimizations

Qualifications for marketing acquisition

- Exceptionally strong analytical skills & proven capability to use data to drive business decisions & marketing optimization
- Naturally curious and driven to find creative solutions that others haven't considered
- Experience with SEO, A/B Testing, or Website Traffic /Performance Analysis (Site Catalyst) preferred
- Form strategic partnerships with sales, product marketing, field marketing, content team, vertical solutions teams and product management to develop and drive lead generation and sales enablement programs that contribute to overall rep productivity and revenue generation
- Development and management of a team of marketing managers across multiple segments