



Example of Marketing Technology Job Description

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Our company is growing rapidly and is looking to fill the role of marketing technology. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing technology

- Communicate across functional teams and assure everyone remains on the same roadmap
- Serve as the “voice of the consumer” in the ongoing development cycle
- Lead a formal or informal “center of excellence” around best practices for obtaining business value
- Own project management and documentation for many simultaneous and business-critical experiments, coordinating precise implementation of marketing strategies
- Develop new ways to use experimentation to support business decisions across the marketing organization
- Design, plan, and implement those experiments in partnership with our Marketing teams and other members of the Marketing Planning & Analysis team
- Partner with data science and engineering teams to analyze experiments, guiding those technical partners to focus on the areas most relevant to business decision making
- Manage complex brand and pillar (Coke Zero NCAA, Share A Coke,) activations
- Direct the work of up to 5+ contract Digital Engagement/Project Managers that are implementing digital marketing brand and pillar programs for CCNA
- Manage the operations and maintenance activities of key Digital Platform framework suppliers, including IBM, Hello World, CI&T, Exact Target, Consumer Database, Spreadfast

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- Demonstrated experience in Marketing Automation (Eloqua) with analytical capability to measure the success of each campaign
 - Deep expertise in emerging advertising formats such as mobile, video or native
 - Familiarity with the programmatic advertising landscape and extensive experience in either bid social contexts or open exchange RTB environments
 - Insatiable curiosity which compels you to keep up with industry trends, leading to deep and expanding domain expertise
 - You are naturally drawn to A/B testing as a way to validate your hypotheses
 - 5+ years of Marketing or related experience required