



Example of Performance Marketing Manager Job Description

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Our company is searching for experienced candidates for the position of performance marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for performance marketing manager

- Create and maintain risk & control focused operating documents
- Create executive level communications, updates, and reporting for key stakeholders and Performance Marketing leaders
- Deliver on information requests and lead engagement with governance teams for internal processes such as Internal Audits and PRSAs
- Present during weekly working team meetings on active, achieved and upcoming Operational Strategy activities
- Collaborate across a variety of groups with diverse interests
- Maintain pulse and awareness on emerging strategies in the Advertising ecosystem
- Design, set up and maintain series of automated reports and dashboards for Marketing team to measure campaign performance and plan marketing budget
- Clearly and concisely present insights and tactical recommendations to management and various stakeholders
- Create and deliver ongoing performance reporting of sales, attrition and product activity for segments / sub-segments
- Analyze / identify key drivers for channel and campaign performance

Qualifications for performance marketing manager

- Minimum of 3 years planning/managing paid media budgets across all media channels
- Working knowledge of trademarks process required
- Working knowledge of market research fundamentals and processes
- Must be creative and comfortable working within a creative environment
- Must be excellent project manager and leader