



# Example of Performance Marketing Manager Job Description

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Our growing company is hiring for a performance marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for performance marketing manager

- Lead engagement with GMO leads and Business Unit representatives to communicate quality of control environment while triaging issues (address/escalate appropriately) as needed
- Develop Performance & Controls communications within and outside of GMO (presentations, scorecards, emails)
- Centrally manage GMO PRSAs, control testing, audit engagements and other associated controls & compliance initiatives and act as key contact for Ops Excellence, Global Banking Group and Global Risk & Compliance
- Liaise with key business partners within and outside of GMO to effectively drive towards mutual goals (GMO, BU partners, GBS (Global Business Services) Finance, GBS Executive Office, Ops Excellence, Global Banking Group and Global Risk & Compliance)
- Proactively identify and make recommendations on poor performing activities
- Act as thought leader in full spectrum of online performance marketing for our online Shop and E-trade activities
- Driving up global e-trade performance by unlocking SEA and SEO possibilities at e-trade platforms and roll out across the globe working closely with global E-trade team and local E-trade managers
- Defining, piloting and implementing opportunities for optimization of online performance marketing channels together with the e-commerce team, market teams, business groups and agencies
- Educating and training of internal stakeholders on affiliate marketing and other online performance marketing channels

## Qualifications for performance marketing manager

- Able to work in a team environment and be flexible
- Exceptionally strong written and oral communication skills required
- Must be able to translate complex ideas and thoughts into exciting and dynamic presentations
- Must be comfortable presenting to large and small audiences including executives
- This position requires a results-oriented individual who has exceptional organizational skills, strong attention to detail, excellent communication and grammatical skills, planning, scheduling and problem solving skills
- Proven track record of using advanced analytics techniques to drive significant improvements in engagement and revenue using CRM programs, including email, push notification and other digital channels