



Example of Performance Marketing Manager Job Description

Powered by www.VelvetJobs.com

Our growing company is looking to fill the role of performance marketing manager. 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 performance marketing manager

- Establish technology and resources necessary for campaign execution in partnership with Web Operations & Product team, including but not limited to product feed management and development, site tagging, reporting
- Act as a strategic partner to brand marketing teams for all digital initiatives
- Develop affiliates portfolio
- Manage relationship with affiliation agency to increase results
- Play lead role in fielding ad hoc business analysis requests
- Monitor and steer performance for countries and channels
- Monitor and improve the reporting infrastructure for optimizing marketing performance
- Directly interact with country CMOs and channel heads to steer their performance
- Lead and improve key marketing operational processes
- Lead exciting and high impact processes for the business, from budgeting to implementing new initiatives

Qualifications for performance marketing manager

- Understand and validate paid marketing channels, such as social and mobile, with help of known attribution tools and techniques
- Experience of planning and implementing predictive models to power CRM

- Have a track record of developing analytics processes and toolkits to support CRM and paid marketing activity, including tracking and attribution technologies, and business processes
- Experience of working in digital businesses or media agencies with very large volumes of customer behavioural data
- Outstanding project management and organizational skills, plus strong analytical mindset, an eye for details and creative problem-solving abilities
- Assist in defining our performance marketing strategy to meet ROI targets, assist in the forecasting process and budget setting reporting into the Global Digital Acquisition Journey & Performance Lead