



# Example of Performance Marketing Manager Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position 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

- Working with key stakeholders across all marketing functions to drive an ROI on marketing investments across global Marketing Programmes based on key KPI's
- Ensure data is presented in a format that is easily digested
- Identify and recommend new opportunities from technical side for improving organic search rankings, click through rates and conversions
- Co-work with multi-functional teams to conduct and analyze SEO experiments to improve performance and drive SEO traffic growth
- Explore up-trend digital platforms, especially automatic advertising through DMP and build this new channels to drive traffic through it
- Analyze data and provide insights through metrics to improve channel efficiency
- Firm understanding of local market activity
- Identify drivers and drags in local market performance related to focus, strength of programs, media support
- Synthesize Multiple Data Points of Performance and Corresponding Actions to Leadership
- Provides timely post promotional sales analysis to help identify best bets

## Qualifications for performance marketing manager

- Ability to manage multiple work streams while maintaining strict attention to details
- Occasional travel to Austin headquarters as needed
- 3-5 years of experience in business process strategy and/or assessing process risks required
- Experience representing or championing a product or business model
- A high-degree of business process background and technical competency