



# Example of Performance Marketing Job Description

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Our company is searching for experienced candidates for the position of performance marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for performance marketing

- Monitor and pilot SEM and performance based display campaigns
- Responsibility for the ownership and management of the campaign budget to an expected ROI and achieve/exceed the program objectives
- Executing all tracking and ensuring data integrity
- Employ existing marketing tools and frameworks, actively seek out new tools for application in client-facing account work
- Develop the data & analytics strategy and standard Key Performance Indicators (KPI) performance measures
- Drive strategy and analytics around marketing activities across all funnel points
- Deploy measurability within the right tool sets
- Develop and Communicate insights that scale success and optimization that improves results
- Provide expertise in ad technologies
- Lead performance optimization across channels and marketing initiatives

## Qualifications for performance marketing

- 5+ years' experience in Affiliate / Performance Marketing with a focus on high-volume, high-touch affiliate relationships and direct response campaigns
- Introduce new platforms into THE OUTNET's strategy, including Facebook, Twitter, You Tube, 3rd Party App partners
- Dotted line to the Social Media Manager

- Clear understanding of Paid/Earned/Owned media mix
- Tertiary qualified in Marketing (other relevant qualifications, training in journalism, will be considered if backed by sufficient relevant experience)