



## Example of Performance Marketing Job Description

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Our innovative and growing company is looking to fill the role 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

- The position will also work collaboratively with the Manager of Database Marketing to identify performance opportunities across database marketing initiatives
- Serves as a Marketing resource while utilizing the company's Electronic Data Warehouse application and Cognos business intelligence reporting tool, to construct marketing performance analytics as required
- Interacts with property Database Marketing Managers and Analysts to understand property marketing initiatives and measure performance results
- Assists with development and execution of any Corporate wide or cross property marketing analytics
- Oversees analytics for evaluating and measuring the marketing related performance across the company's portfolio of properties
- Serves as a member of project team and as a liaison between property EDW end-users, Corporate IT and Strategic Marketing user groups
- Develops and analyzes internal and competitive market positions
- Compiles information, completes and submits reports to authorized management or Finance as required
- Assists in the development and coordination of marketing research activities for the properties and the Corporate enterprise including both qualitative and quantitative research programs
- Monitoring and analyzing market trends

### Qualifications for performance marketing

- Second language and international media experience will be considered a bonus
- Experience from driving projects in collaboration with IT organizations marketing and communications organizations
- At least 5 years experience as Performance Marketing Professional
- At least 5 years experience with cross-country collaboration and teaming
- Experience with cloud market and buyers
- Experience with storage market preferred