



Example of Performance Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of performance marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for performance marketing

- Identifying target markets and developing strategies to communicate them
- Liaising with other internal departments, such as Sales, Retail, Visual Merchandising, Sports Marketing, Apparel, Graphics, Advertising, and Events
- Present findings and suggestions to company directors or other senior managers
- Exploring ways of improving existing processes, products and services of marketing, thus increasing profitability
- Supporting other members on the marketing team
- Define the global online performance strategy for each brand to reach and engage new customers
- Coordinate asset management and on-time delivery to the agency
- Spearhead A/B testing of ad copy and landing pages to maximize conversions
- Define longer term SEO priorities
- Monitor and pilot performance investment based on marketing calendar

Qualifications for performance marketing

- Work closely with channel managers and internal teams to spot trends, optimize performance, and drive innovation
- Help support new site projects with current customer behavior metrics that will help drive better designs and user experience

- Collaborate with BI team on data and reporting needs, specifically troubleshooting for advanced issues and reporting template improvements
- Coordinate with marketing leadership and finance teams on forecasting, variance reporting
- 5+ years experience in marketing performance analysis background