



# Example of Performance Marketing Job Description

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Our growing company is hiring for a performance marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for performance marketing

- Have a thorough working knowledge of all areas of performance marketing, including affiliates, PPC, display, SEO and webchat
- Experience in SEM is essential
- Proven experience in managing agencies
- Passionate about all performance marketing
- Articulate and able to effectively engage with internal and external stakeholders
- Degree in business, marketing or media is preferable
- Organised and able to manage multiple projects
- Have autonomy to improve processes within the function
- Lead exciting analyses to solve short-term problems and answer longer-term questions we face in e-commerce and provide recommendations for actionable performance improvements
- Help monitor and steer the performance for all countries and marketing channels

## Qualifications for performance marketing

- Minimum of Bachelors Degree in Marketing, or Business Administration, and possibly languages, Masters is a plus
- Extensive knowledge about Digital Performance Marketing
- 2+ years of directly relevant work experience in Email marketing

- Synthesize and effectively act upon the Portfolio strategy