



Example of Program Manager, Marketing Job Description

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Our company is looking to fill the role of program manager, 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 program manager, marketing

- Implement processes to drive efficiency, collaboration, prioritization and utilization of customer technology offerings
- Define, develop and execute an email marketing program to increase the number of Contributors in the program
- Work closely with our Email Marketing Manager to optimize campaign performance and lead scoring
- Champion brand, providing strategic direction & recommendations related to front-line employee branding and other projects as requested
- Manage budgets and vendor billing
- Experience with Inbound program management (and/or Inbound certification)
- Experience building relationships with Trusted Advisors and/or key influencers
- Working knowledge of the agile marketing process
- Heavy experience analyzing program results
- Document the timeline, activities and milestones of the project in the project plan

Qualifications for program manager, marketing

- A demonstrated ability in marketing leadership to create the vision and develop the strategies and integrated marketing plans, the ability to execute

- Work experience in display/search advertising
- High competency level in MS office products, including Excel, Outlook, and PowerPoint
- The ability to operate effectively in a dynamic, fast-paced environment
- 5 years of experience in Content management experience within an in-house marketing department or advertising agency