Downloaded from <https://www.velvetjobs.com/job-descriptions/consultant-digital>

# Example of Consultant Digital Job Description

Our company is searching for experienced candidates for the position of consultant digital. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for consultant digital

* Scouting for innovation on a digital level and continuous international and domestic benchmarking in the digital and multichannel areas
* Design of the informational architecture of a new site/application for our clients and definition of the ways consumers use it
* Support the OEMs in defining the CRM & Digital Retail strategy
* Support the implementation of the Customer Experience and Orientation strategy for the Brands
* Design and implement NSC/Retail processes
* Develop and design digital CRM/Marketing campaigns
* Design and implement CRM & Sales Marketing processes
* Setup and implement training/coaching on Customer Acquisition, Lead Management and Customer Service operations
* Frequent client meetings, work product reviews will be part the role
* Leading multi-disciplinary teams to shape and implement digital strategies

## Qualifications for consultant digital

* Gain Consumer (data & video) and Enterprise (IoT & cloud) service innovation and time-to-market advantages
* 3 years general IT support at L1/L2 level
* 1 year experience of video production with knowledge of industry standard video codecs/formats skills in filming, editing, producing and troubleshooting video issues
* 1 year experience of digital signage technologies, including general architecture and industry standard technology such as monitors/wallboards
* 1 year experience in messaging technologies such as Exchange
* 1 year experience of event production