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# Example of Digital Acquisition Job Description

Our growing company is looking to fill the role of digital acquisition. 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 digital acquisition

* Own all tagging, tracking, and tech builds for Search team
* Identify and evaluate opportunities to drive incremental Cardmember acquisition through enhancements to existing digital products
* Prioritize and manage items in product backlog, with a focus on efficiency and profitability
* Monitor and report on key acquisition metrics to identify opportunities for growth
* Work with Conversion Optimization team to implement winning test variants across markets
* Develop and maintain strong operational relationships with partner teams including Technologies, Brand, Digital Acquisition Channel Management, Analytics, Personalization, Legal and Compliance, and local market acquisition teams
* Management of new card acquisition through the Member Get Member program and Own and develop MGM communications for a variety of channels and placements
* Local project management lead and influencer for internationally-led initiatives involving capabilities and channel enhancement and working to optimise the end to end MGM Customer experience
* Track campaign effectiveness and overall results against benchmarks to optimise and enhance campaigns as required
* Profitably grow billed business on the assigned digital acquisition channels through continuous testing, learning and optimizing

## Qualifications for digital acquisition

* Experience of managing campaigns with major advertising partners including Google, Facebook & Twitter
* 2+ years sales experience with a minimum of 1 year previous digital sales experience
* Use your market expertise to direct source high potential sales and marketing reps
* Hold authority over the full 360 degree recruitment process
* Act as the key point of contact between vendors and HR
* Work with global HQ to implement global recruiting strategies