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# Example of Digital Acquisition Job Description

Our company is growing rapidly and is looking for a 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

* Inspire and lead a diverse and talented team of managers and analysts with a focus on their growth
* Stay abreast of industry trends and formulate innovative strategies to further advance our digital marketing programs
* Develop a deep understanding of acquisition levers in the local market and influence international digital marketing work streams local product development discussions to ensure local acquisition needs are fulfilled
* Be a passionate digital thought leader and help grow digital understanding and sophistication in all parts of the organization
* Be an active member of the Canadian leadership team and contribute to business decisions that go beyond immediate responsibilities in the acquisition space
* Partner closely with the LAC marketing teams to bring a holistic prospect experience which includes driving digital prospects to dialogue channels
* Lead projects that are, from time to time, global in nature to support the mandate of the Digital COE
* Manage global vendors and relationships with other global internal partners including the data insights that can help identify opportunities for growth or optimization
* Support local markets with expertise where necessary
* Own the regional performance of Digital Acquisition and ensure continuous dialogue with local markets in the LAC region

## Qualifications for digital acquisition

* Aggressive direct sourcing expertise
* Experience working in the computer software or IT industries
* Proven track record of hiring sales and marketing employees
* Ability to work comfortably with local and global report lines
* 5 to 7 years of financial service experience in would be a plus
* A proven successful track record in Digital Marketing