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# Example of Digital Executive Job Description

Our company is looking to fill the role of digital executive. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for digital executive

* Lead a cross-functional team of technical and marketing resources to successfully implement and manage solutions involving digital marketing capabilities
* Coordinate appropriate communication internally and externally around issues and/or escalations that arise during the implementation and ongoing marketing operations of the digital solution
* Own and be accountable for the successful execution of the implementation and production of the digital marketing solution
* Previous experience in a consultative role with a strong understanding of the digital marketing space
* Manage copywriting for all social posts for approval by Digital Brand Manager
* Train and mentor internal team members
* Execute the eCRM plan in line with the marketing and promotional calendar, using marketing automation software, Marketo
* Manage email creation, testing and broadcasting of all outgoing emails, in line with brand guidelines, marketing calendar and marketing automation software, Marketo
* Coordinate social media content calendar, sourcing, creation, posting and monitoring of content
* Experience in advertising sales is essential (with online experience being very advantageous)

## Qualifications for digital executive

* A good team player, collaborative and inclusive
* Able to grasp content, platforms, and technology development in an educational environment and communicate its benefits
* The ability to grow and maintain market share
* Have demonstrated a record of success in a goal-oriented, highly accountable environment
* Brand equity knowledge
* Occasional travel required within U.S based on geographic agency/client allocation