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# Example of Digital Manager Job Description

Our company is growing rapidly and is hiring for a digital manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital manager

* Introduce and promote digital marketing best practices such as segmentation, testing and analytics to the healthcare organization
* Work with the HQ digital team for a comprehensive year-long social media strategy and presence
* Measure and report performance of all digital marketing campaigns and assess against KPIs
* Contribute to social media presence
* Manage budget and timeline for all creative projects
* Develop and deliver world-class digital campaigns for the healthcare organization, leveraging input from the business and market teams
* Ensure that all digital initiatives meet and exceed business objectives by establishing measurement plans with clear KPIs for all digital tactics
* Ensure that internal digital team resources and external vendors are involved in projects when their expertise is required and that these contributors are delivering value
* Advise internal support teams and digital team management on gaps in our tools, processes and expertise
* Formulate content strategy and manage the content update of digital channels

## Qualifications for digital manager

* Ability to negotiate with affiliate networks
* Set up calls and meetings with relevant stakeholders to agree agenda and time for each event (set up Webex and go-to-meeting platform, set up basic agenda slides ensuring they are compliant to EuroFinance editorial and design standards)
* Co-ordinate the promotion of events (via website & e-mail) and manage delegate registrations and answer queries
* Set up and promote pre –event polling
* Ensure Webinar are recorded, organise transcriptions and co-ordinate production & distribution of post-event reports
* Willing to travel for business purposes