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# Example of Digital Marketing Consultant Job Description

Our company is hiring for a digital marketing consultant. 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 marketing consultant

* Collaborate with the analytical lead and technical lead utilising the most up-to-date optimisation tools
* Lead client presentations and planning sessions
* Lead engagements with our clients to create highly optimised digital experiences through the full lifecycle from conception, through launch, to ongoing success
* Develop hypothesis-driven approaches designed help clients solve some of their most complex and exciting problems
* Become an expert on the use our capabilities and approach to solving the problem of digital relevance
* Work with outstandingly talented people across disciplines to innovate and solve problems
* Understand the customer's technical requirements, business objectives and marketing Strategy
* Maintain knowledge of Abakus' different integration methods to create customer specific integration strategies and manage cross-departmental communication to resolve any integration-related questions and issues
* Manage multiple project scopes, plans, timelines & budgets
* Apply specific functional and technical knowledge of e-commerce applications to help guide the design and implementation of the solution

## Qualifications for digital marketing consultant

* Strong preference for individual to be based in Denver CO, Chicago IL, or New York NY
* Engage and manage mid-level clients who are directly involved in the project, broader client stakeholders
* Manage project financials to ensure delivery is executed on time and on budget
* Manage 3rd party marketing service providers
* 6 – 8 years of working experience in eCommerce/Website Operations with exposure to Digital Marketing and Web Development
* Track record in driving business performance of eCommerce/Website operations and achieving target KPIs in new customer acquisitions, sales orders and customer service