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# Example of Digital Marketing Consultant Job Description

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

## Responsibilities for digital marketing consultant

* Help shape DMP product strategy and roadmap in partnership with business stakeholders, Product Management, Platform Management, Insights and Analytics and vendor
* Help drive DMP business requirements, capabilities enhancements, and manage and evolve the DMP taxonomy in partnership with Product Management and Platform Management
* Develop and manage audience discovery, segmentation and activation in line with marketing, product (LOB) and campaign segmentation strategies in partnership with Marketing Managers and Digital Agency
* Partner with DMP vendor and media partners (DSP and Publishers) for audience activation, troubleshooting, optimization and analysis
* Drive first, second, and third party data collection planning and requirements and work with internal resources and vendors to obtain and activate necessary data sources
* Develop DMP Snapshot reports showing a list of all segments and quantities, and how often segments were used / targeted
* Responsible for audience analysis to drive actionable insights for marketing campaigns in partnership with Marketing Managers, Digital Agency, and Insights and Analytics
* Drive DMP optimization strategy and execution in partnership with Marketing Managers and Digital Agency
* Represent Marketing in DMP discussions to ensure business needs are being addressed and if applicable captured in future planning
* Support the development of the business case as needed to gain alignment and funding support for capability advancements

## Qualifications for digital marketing consultant

* Skills on programming, design patterns, architecture and development lifecycle
* Innovation and/or Entrepreneurial – ownership, initiation and incubation of new ideas and concepts on school / work projects
* Artificial Intelligence, 3D Modeling and Data Analytics skills are a plus
* Communications – strong written and oral communications skills
* Experience in consulting and digital marketing
* Experience with Enterprise Content Management Systems including SiteCore, Adobe Audience Manager, HP Interwoven, SDL Tridion or other Digital Marketing tools such as Campaign Mgmt, Personalization and Targeting, Analytics, Social Media Monitoring and Insights, Mobility Solutions