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# Example of Digital Marketing Coordinator Job Description

Our company is hiring for a digital marketing coordinator. 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 coordinator

* Experience in Developing Predictive Models highly regarded
* Work with the online marketing team to develop an email marketing plan to grow mobile app installs along with increasing customer retention
* Compile and communicate test results and plans for improvement to upper management
* Coordinate with other departments to implement communication plans
* Responsible for the development of creative briefs and creative kick offs for all email and push notifications
* Support development of content strategy for assigned titles, across social platforms, websites, stand-alone destinations, and Ubi.com
* Partner with cross functional teams to optimize tactics/programs
* Ownership and continuous review of paid search performance including keyword analysis, landing page and ad copy testing, new product support
* Handle ad hoc requests for marketing assistance from cross-functional partners in the company
* Assist in facilitation and management of the work-in-progress meeting for all creative and executional elements for a season – coordinating with, creative, merchandising, email, and CRM teams

## Qualifications for digital marketing coordinator

* Must be able to think and act quickly
* Produces analytics and reports
* Bachelor's degree in Interactive Marketing, Design, Computer Science, Product Management or related experience
* High School Graduate, Bachelor’s Degree in Business or Marketing, or other related field preferred
* Computer literacy including word processing, spreadsheets, email, internet and ability to learn new packages
* Confident user of system-based email marketing technology