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# Example of Digital Marketing Coordinator Job Description

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

## Responsibilities for digital marketing coordinator

* Partner with cross functional teams to optimize tactics/programs as outlined by digital marketing team
* Manage and analyze supporter journeys using segmentation study results
* Coordinate with fundraising on aligning content being distributed to ensure consistency in messaging
* Conceptualize, write, create and edit multimedia content such as infographics, images and video for web release
* Coordinate with U.S. and International colleagues on digital strategy, messaging, and material creation
* Segmentation of database (Salesforce)
* A/B/ testing on email marketing campaigns
* Tracking and reporting on email campaigns and posting campaign results
* Layout and production of communications
* Content curation

## Qualifications for digital marketing coordinator

* 2-3 years of mobile and/or email marketing experience
* Experience with app marketing, a plus
* Strong verbal and written communications skills Internet savvy
* 2+ years relevant experience, preferably from e-commerce marketing
* Strong analytical abilities (quantitative and qualitative) and the desire to evaluate data to enhance decision making
* Excellent verbal (via phone and in-person) and written communication skills