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# Example of Digital Marketing Coordinator Job Description

Our innovative and growing company is looking for a digital marketing coordinator. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for digital marketing coordinator

* Collaborating with the merchandising, email marketing, PR and social media teams to support the overall marketing objectives of the organization
* Write, create & post relevant content that will engage our core fans and followers in the social space
* Act as central point of contact with partners, teams and internal staff on ticket marketing initiatives
* Work with digital marketing/ticketing departments to stay abreast of the latest digital marketing partners/initiatives
* Act as central point of contact with partners and , clients teams and internal staff on ticket marketing initiatives
* Suggest new campaigns to business department and clubs for possible implementation
* Oversee all aspects of campaign project management including asset gathering, tracking form documents, liaison with tracking implementation and more ag addition, tracking, and testing and budgeting
* Prepare and distribute internal and external reports on digital marketing campaigns as requested
* Analyze results for future implementations
* Work with design/ad Ad ops Ops departments to prepare and track digital ads as needed for digital marketing campaigns

## Qualifications for digital marketing coordinator

* Be able to demonstrate a solid understanding of user interfaces across different digital devices and how those affect consumer behavior
* Be a self-starter who possesses a can-do attitude to tackle serious challenges, and is respectful and friendly with teammates
* A quality jumpshot (or the willingness to put in the hard work to develop it) for daily games of HORSE, both on the outdoor hoop and the indoor mini-hoop
* 1-2 years of digital marketing experience preferably with a retail-based e-commerce company
* Ability to work in a high-paced environment while maintaining a high level of accuracy
* Highly organized and able to multi-task complex unrelated needs of the business