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# Example of Digital Marketing Specialist Job Description

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

## Responsibilities for digital marketing specialist

* Monitor SEO best practices and strategy compliance
* Re-market and cultivate existing leads in the database that will drive future student enrollments
* Collect first person feedback from students and alumni
* Compare term over term for anomalies, trends and campaign strengths
* Assist Associate Director to prepare reports on ROI and investment allocation for the monthly campaign review meeting
* Assist Managing Director with any marketing information for client reports
* Developing, monitoring and deploying Email outbound schedule, Triggered Email creation, management and measurement
* Full ownership of monthly/quarterly Email program plans for all categories (UK only)
* Support Email Marketing Manager in all aspects of program management, such as trouble shoot reporting and analysis
* Responsible for weekly summary reporting across all Digital Marketing programs

## Qualifications for digital marketing specialist

* Develop concepts, designs, graphics and layouts for marketing materials and websites based on knowledge of layout principles and in accordance with brand guidelines
* 3-5 years’ experience with digital marketing project management
* Knowledge of web standards, design, and usability
* Ability to work with cross-functional teams to solve problems and drive results
* Bachelor’s Degree in web design, marketing, or related field of study required
* Prior experience plus a portfolio demonstrating previous professional website design required