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# Example of Digital Marketing Specialist Job Description

Our company is searching for experienced candidates for the position of digital marketing specialist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital marketing specialist

* Develop real-time analytics to provide visibility into how our inbound marketing activity is trending, and continually refine our campaigns and processes to increase interest
* Performing A/B and multivariate experiments
* Stay abreast of entertainment industry trends and emerging platforms
* Works with Creative Team in the production and maintenance of product brochures and sell sheets
* Accountable for the ongoing maintenance of various client-facing websites
* Ensures all campaign components are developed and production schedules are met
* Manage regular website content updates through a self-publishing content management system
* Assist in the creation of targeted, interactive content to generate leads and enable ecommerce
* Collaborate with the marketing analytics team to fine-tune and improve the performance of websites
* Participate in the planning, implementation and testing of web/IT projects as it relates to the online interface with customers

## Qualifications for digital marketing specialist

* Proven track record in planning, managing and implementing social media campaigns
* Tri-lingual language including English, Mandarin and Cantonese
* Hands-on experience in digital marketing, including website management, search engine marketing and social media marketing
* Knowledge of LinkedIn, Facebook, Twitter, WeChat
* Associates of Arts/Sciences degree in Graphic Design or its equivalency
* Minimum of 2 – 4 years increasing responsibility in a marketing department