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# Example of Digital Program Manager Job Description

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

## Responsibilities for digital program manager

* Develop and oversee program management tools, processes, and records to document program activities
* Understand impact/implications of issues/events within the overall campaign
* Conceptualize, develop and execute marketing campaigns to acquire new customers for the membership program, gear store, and mobile apps
* Optimize acquisition channels on Active.com and Reserveamerica.com websites to increase trial memberships
* Continually measure, develop, and optimize performance through testing and analysis
* Launch effective marketing campaigns through external sources (ppc, social media, and affiliate networks)
* Develop “outside the box” strategies to increase membership trials, grow gear sales, and boost mobile downloads
* Work with 3rd party vendor to manage ACTIVE’s gear store, provide strategic direction, and help drive traffic to the site
* Create and upload content for the ActiveX and Moonlight mobile apps
* Responsible for database marketing for apps and gear store

## Qualifications for digital program manager

* Strong quantitative and analytical skills with an ability to tailor analysis to specific circumstances
* 5 + years of experience of E-Commerce Marketplaces
* 5 + years of experience of Budget Responsibility, Managing Profitability, Process Improvement, Strategy & Planning, Analyzing Information, Reporting, Monitoring
* You will be the marketing main contact for one of our key business units with RSA
* Experience detailing bottom up and top down forecast for goals leveraging tools like SFDC to determine actual performance to goals
* Ability to write marketing requirement documents and working closely with shared resources in areas of design, content, search marketing and brand management