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# Example of Director, Digital Content Job Description

Our company is looking to fill the role of director, digital content. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for director, digital content

* Facilitate internal stakeholders alignment and communication by translating between technical and non-technical people
* Direct creative processes and capabilities
* Assess where HDM work stands against competitors and ensure we are ahead
* Drive constant improvement in HDM quality and capabilities
* Recruit and manage outside resources, including vendors and illustrators
* Establish and prioritize department responsibilities/objective relative to the group, department, division, and corporate goa ls
* Establishes and prioritizes department or division responsibilities/objectives relative to department, division, and corporate marketing goals
* Work with the latest and most in-demand technologies, concepts, and approaches
* Create compelling concepts, design technology solutions and lead the team to bring the vision to reality
* Work across a wide range of technologies from content and commerce platforms to experience technologies that go beyond website and mobile

## Qualifications for director, digital content

* Social platforms and social media tools (Twitter, LI, FB, YouTube )
* 10+ years) as a leader in video content creation (publishing, journalism, ) and strategy directly related to presenting information creatively to engage audiences
* Strong news experience, creative instincts and deep experience in developing long and short-form video content with the ability to anticipate the needs of an audience
* Exceptional interpersonal, organizational, and writing skills, process-driven mindset
* Bachelor degree required, advanced degree a strong advantage
* Candidates are strongly encouraged to submit writing samples final pieces you were involved in from a content or editorial perspective