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# Example of Director, Digital Strategy Job Description

Our company is searching for experienced candidates for the position of director, digital strategy. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for director, digital strategy

* Prepare and administer digital strategy and provide budget recommendations and roadmap
* Interface with internal IT constituency to develop digital programs that are aligned with customer business objectives, technical requirements and infrastructure
* Interface and provide counsel to other multiple internal constituencies, including business unit leadership and business development and
* Manage digital strategy, digital UX/UI and vendors
* Develop and deploy digital policies, procedures and guidelines to govern activities in accordance with company and customer requirements, and digital best practices
* Develop and disseminate data and analytics that inform constituencies of the success of digital strategies and properties
* Represent Pharmaceutical Engagement & Communications digital solutions as required in customer meetings and proposals
* Partnering with Series Development team to develop innovative show extensions for MTV franchises across digital and social platforms
* Managing the development and career growth of direct reports
* Create actionable insights from all Synchrony digital platforms, including consumer/merchant-facing application, servicing and corporate websites

## Qualifications for director, digital strategy

* In depth knowledge of digital and mobile trends, techniques and tools
* Brings external innovation and market insights to the organization
* Ability to translate between conceptual and tactical solutions
* Ability to manage multiple inputs required to build a business case
* Above average ability to influence culture
* Demonstrated knowledge of key digital channels including web, social, email, search and communities and how the channels can work together to optimize and accelerate buyer journeys