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# Example of Manager, Digital Strategy Job Description

Our company is hiring for a manager, 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 manager, digital strategy

* Develop a bi-weekly report that provides an overview of all contracts and status
* Provide and present, a bi-weekly report to the Director, the current status of all legal contracts and documents, noting exceptions/anomalies and timelines/expirations
* Apply advanced elicitation techniques to work with different types of stakeholder groups
* Supports ongoing Digital Services thought leadership activities – webinars, training sessions, social posts, blog posts, presentations
* Continual education and self-growth through reading industry blogs and social media, attending industry conferences, seminars, analyzing research briefs
* You will work collaboratively with marketing managers, creative team members and IS/IT teams to understand business needs and potential digital solutions
* Works cross-functionally to scope and prioritize new program / product capabilities and features, and prioritizes roadmaps and backlog
* Manages a program budget / P&L as part of the larger digital programs portfolio
* Leads the development and expansion of new points of integration for Digital Programs
* Identifies and leads integrated programs in collaboration with other program leads and channel owners

## Qualifications for manager, digital strategy

* Bachelor’s Degree in Mathematics, Economics, Finance or Statistics
* Advanced understanding of HTML, CSS, web publishing
* 4+ years of relevant work experience (digital marketing, merchandising, communications)
* Liaise and own relationships, leveraging Enterprise capabilities Digital Channels, M4E
* Strong, proven project leader that demonstrates the ability to inspire and lead a cross functional team
* Innovative thinker yet practical applicator to ensure focus and results delivery