Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-digital-strategy>

# Example of Manager, Digital Strategy Job Description

Our growing company is searching for experienced candidates for the position of manager, digital strategy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, digital strategy

* Participate in new business presentations
* Define store digital strategy – Capture and define holistic needs, vision, objectives and priorities of the store digital experience
* Own test plans and prioritization – Define requirements of pilots and test plans, especially needs and requirements of training and education for the store cast members
* Own continuous improvement - Work closely with the stores team to engage in ongoing monitoring of store digital experiences
* Thought leadership – Collaborate with key executive stakeholders, balancing competing interests and needs across the organization to arrive at a clear vision, communicating effectively and aligning various partners along the way
* Leading to Develop enterprise information & analytics strategy enterprise analytics solution plan– activities include business issue & requirements analysis, solution design, estimation, project plan and implementation methods
* Has direct responsibility for the growing Donate A Photo digital engagement tool
* The Manager, Digital Strategy will work with the Sr
* Bachelor's degree plus 8 years of digital marketing experience to include supervisory or managerial experience reflecting increasing levels of responsibility
* Gallo brand marketing, digital marketing, public relations or sales experience

## Qualifications for manager, digital strategy

* 3-5 years of strong analytical and problem solving hands-on experience, using quantitative analysis to solve business problems
* BS in Statistics, Engineering, Research, MIS, Computer Science, Quantitative Social Sciences (Economics, Political Science, Psychology, Sociology) or equivalent education/training/experience
* Extensive experience with social platforms (Facebook, Instagram, Twitter, LinkedIN, Pintrest)
* Five years of insurance operations
* Strong teamwork orientation and proven leadership capabilities with an ability to work effectively in a constantly changing and ambiguous environment, requiring ongoing
* Proven people management skills, with a strong ability to effectively lead diverse teams and build bench strength, through the use of training, coaching and people development while promoting a performance based culture