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# Example of Manager, Digital Job Description

Our innovative and growing company is hiring for a manager, digital. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for manager, digital

* QA test newly developed site test links provided by agency partners
* Leverage keyword learnings to enhance search visibility and grow organic traffic
* You will work closely with Marketing, Programming and Creative to develop content plans to drive usage, brand awareness and revenues across
* Input on digital maturity roadmap
* Lead TH digital transformation plan
* Manage the re-design and development of the corporate website with a new focus on generating leads and conversions online ensuring other business, regulatory, legal and accessibility requirements are addressed
* Manage the relationship with the web development and hosting company and other relevant agencies as required
* Familiar in various statistical analyses
* Establish Key Performance Indicators and goals for tracking the effectiveness of digital properties and marketing initiatives
* Act as a subject matter expert in analytics and digital building capabilities and understanding across the enterprise of the tools and capabilities available the business impact of making data driven decisions

## Qualifications for manager, digital

* Oversee X-channel promotions through the use of house banners across NBC-owned websites
* Working with the Digital & Social Media Executive, develop and oversee social media strategy across all channels
* Support channel Marketing Managers to conceptualise and execute digital marketing campaigns in the form of interactive activities, contest promotions
* Demonstrated ability to use logic to problem-solve
* Proven track record in selling to large, national retail customers
* Post-secondary education in business or technical field preferred