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# Example of Manager, Digital Job Description

Our innovative and growing company is hiring for a manager, digital. 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

* Being good citizens
* Being transparent
* Stays abreast of digital marketing trends, digital marketing technologies and emerging digital marketing channels
* Along with List Manager, manage list segmentation
* Oversee and conduct daily management of content marketing and lead nurturing campaigns
* Oversee daily execution of email campaigns from bundling of creative assets, creative set-up, testing and deployment via email/automation service
* Support the success of digital marketing campaigns by providing insight on best practices, program enhancements, bring forth new ideas and stay current on new trends and ideas
* Serve as strategic lead for key email enhancements including automated/triggered- based email programs, win back campaigns, retargeting campaigns
* Understand and monitor the competitive landscape for customer email activities and strategies, provide insight and recommendations on changes
* Drive email list research and growth strategies and execution across multiple channels, serving as email acquisition authority

## Qualifications for manager, digital

* Successful candidates should have an established record of success as a digital marketing professional
* Manage tracking of Digital Media production expenses by project in SAP
* Perform accounting-related functions for Fluency Studios productions
* Manage ultimate models and amortization in SMART for Fluency Studios productions
* Assist in the analysis of Compensation and Benefits, identifying and summarizing key trends for reporting to Senior Management
* Assist in the preparation of annual budget, estimates, and long-range plan by thoroughly understanding key business drivers