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# Example of Manager, Digital Job Description

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

## Responsibilities for manager, digital

* Leverage our strong and authentic brand and incredible wealth of content to execute on content marketing strategies through paid channels
* Execute plans and measure results, across the full range of digital vehicles, to drive growth
* Maintains monthly reporting on digital assets
* Updates job knowledge by participating in educational opportunities and staying abreast of the latest trends in healthcare marketing, advances in digital media technology
* Create the unified MUSA customers digital experience
* Develop and test hypothesis re customer engagement
* Use data-driven decision-making to manage and execute weekly email
* Develop email acquisition strategy to grow our customer email file
* Develop HD Truck Parts blog to be leveraged on website, social media and in email campaigns as appropriate
* Develop & manage mobile apps as appropriate for sales force and sales meetings

## Qualifications for manager, digital

* Proven track record of delivering measurable performance results through digital marketing end-to-end experiences with an understanding of the impacts of SEO, SEM, paid and social media
* Strong understanding of digital marketing tools/tactics and optimizing their use for digital campaigns, including email, website, paid search, SEO, SEM, social media and banner ads
* General understanding of the internet and interactive advertising
* Passionate about digital, future trends, technologies and devices
* Aggressively prospect, develop, and close leads using a variety of online and offline sources focused on maximizing “vertical” opportunities
* Engage and strategize with colleagues to find/develop new partners