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# Example of Program Manager, Digital Job Description

Our company is growing rapidly and is hiring for a program manager, digital. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for program manager, digital

* Manages program plans, resource allocations and associated schedules with integrated activities from the internal Core Team, internal R&D Team, allied functions including labeling, and the external partners performing digital development functions
* Manages the assignment of resources to projects and tracks overall progress against multiple workstreams
* Manages escalation of issues and conflicts to the Sr
* Creates and conducts formal presentations of project status and proposals to appropriate management
* Develop, document, execute, and continuously refine a best in class digital content strategy, driven by data & analytics
* Manages multiple products/sites and ensure key milestones and deadlines are met
* Implement best-in-class customer centric campaign deployment strategies
* Ensure correct translation of business campaign requirements into executable technical specifications
* Understand the business impact of the programs developed/tested and enhance measurement over time
* Oversee multiple vendor, business and IT teams to drive successful campaign execution

## Qualifications for program manager, digital

* Demonstrated experience in successfully managing and delivering on multi-project enterprise efforts for large-scale corporations
* Background in Multi-year planning and business case development
* Bachelor's Degree in business, project management or related field or 5+ years equivalent work experience
* Able to make confident and definitive decisions in difficult or ambiguous situations
* Five (5) years' of experience in digital/interactive marketing, managing the development of mobile/tablet application platforms and opt-in collection and delivery of SMS/MMS/text programs and campaigns required
* Two (2) years' of experience in interactive agency or digital channel platform development or production experience preferred