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# Example of Senior Digital Marketing Job Description

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

## Responsibilities for senior digital marketing

* Responsible for managing several critical business implementation efforts
* Ensures projects meet time and budget constraints, deliver business value, and produce high-quality results
* Develop recommendations for how to best leverage information and technology to drive programs across Digital Marketing team
* Develop and nurture a high performance team
* Drive acquisition channel performance to meet new customer and sales revenue targets within established CPA and ROI constraints
* Drive Innovation agenda including technology, partnerships and creative programs
* Work effectively with partners across the business including ecommerce, stores, creative, marketing, technology, to drive digital agenda forward
* Develop acquisition strategies leveraging external partnerships that are focused upon key customer segments
* Set and monitor key performance indicators (KPIs) by channel and customer segments
* Analyze campaign performance metrics and provide fast, accurate reporting and recommendations to improve digital campaigns in order to gain the best ROI for the organization

## Qualifications for senior digital marketing

* Must be web savvy with an understanding of tools, terminology and structure
* An experienced marketing leader (7+ years of digital experience) with a strong technical background, sound technical skills, analytical ability, good judgment and strong operational focus
* Ability to engage at multiple levels within the organization to influence decisions
* Ability to work in matrix environment and to serve as individual and team contributor, leading projects and initiatives
* Must have significant experience and knowledge in Digital Marketing, Social & Mobile Strategy and implementation
* Understanding of IT strategy, IT processes and IT organization a plus