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# Example of Senior Digital Marketing Job Description

Our company is looking to fill the role of senior digital marketing. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for senior digital marketing

* Work closely with the company’s cross-functional teams, and will be a committed and collaborative stakeholder in the creation of digital experiences, ensuring marketing and sales objectives are met and the consumer experience is a seamless one
* Lead the development of effective display campaigns, including banner ads, social media, and other digital channels
* Partner with the marketing team to optimize marketing automation and lead nurturing processes through email, content, blog, corporate website and social channels
* Develop social media strategy and establish and monitor KPIs, working with the rest of the marketing team to execute
* Expertise in digital marketing channels
* Passionate about social media with a track record of delivering growth that ties back to the brand
* Vision and ability to translate stories to multiple digital media (eg
* Transform technical input into marketing content (success stories, online content, product communications, battle cards, ) with a strong emphasis on ensuring clarity and consistency of messages in all communications and across all channels
* Apply relevant governance standards, policies and procedures to ensure consistency, quality, and transparency of marketing efforts
* Evaluate effectiveness of marketing activities by developing relevant KPIs

## Qualifications for senior digital marketing

* BS/BA in business, marketing or related field with 5 years+ of experience working in digital marketing, digital media with a focus on digital campaign development and social media
* Knowledge of overall consumer marketing and brand management
* Strong communication skill to communicate strategies and detailed digital/social tactics and local cultural/consumer nuances both in Japanese and English
* Prestige/luxury brand experience is plus
* Highly motivated, capable of working independently yet collaboratively in an entrepreneurial environment
* 4 years minimum paid media and digital marketing experience