Downloaded from <https://www.velvetjobs.com/job-descriptions/senior-manager-digital>

# Example of Senior Manager Digital Job Description

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

## Responsibilities for senior manager digital

* Provide strategic leadership and guide the day-to-day management of SEO and PPC programs, managing internal and 3rd party resources
* Influences and educates the wider corporate marketing organization to adopt and deploy new marketing media and emerging online (web and mobile) marketing and selling tactics and technologies
* Create and secure alignment for a Bank-wide strategic digital roadmap by leveraging multiple inputs
* Identify and manage business activities (operating model, training, communications ) required to support transformation initiatives
* Analyze digital audiences to provide actionable insights across different content areas
* Develop audience insights that drive performance by leveraging proprietary data and less dependent on 3rd party sources
* OLeading Digital Sales team supporting all Product groups on sales opportunities, marketing and other interactions within the authenticated channels
* OOversight on strategies and tactics within channels to balance Product group objectives with channel customer experience goals
* OProcesses (scheduling, feedback loop) to ensure efficient campaign execution
* OLeveraging industry best practices, trends, and leading optimization tools to improve program effectiveness

## Qualifications for senior manager digital

* Expert knowledge of video streaming technologies
* Expert knowledge of web development technologies (specifically video delivery)
* Strong knowledge of digital video business models
* Strong knowledge of video streaming protocols, codecs, and DRM
* Experience in developing successful apps
* The candidate will have succeeded in delivering products/services in a high growth environment and will have thrived in ambiguity and shifting priorities