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# Example of Specialist Digital Marketing Job Description

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

## Responsibilities for specialist digital marketing

* Work closely with the Digital Marketing Coordinators and internal teams to recommend and develop strategic partnerships
* Coordinate and execute all reporting requirements for digital media accounts
* Prepare quarterly initiative packets prior to the beginning of each quarter and recap packets shortly after the end of each quarter
* Coordinate and arrange meetings, prepare agendas and record and transcribe minutes of meetings
* Field all inbound calls regarding potential partnerships and make outbound calls to current partnerships to assist in the development of strategic partnerships
* Assist with the launch of new partnerships – working with creative teams, IT, marketing, reporting and others
* Audit all digital media partnerships on a weekly basis to ensure promotional content and creative are up to date
* Assist in reconciling commission payments and accruals
* Engage customers to improve loyalty, drive repeat traffic, and improve retention rates through merchandising opportunities
* Report & provide ongoing tracking and analysis of consumer behavior through market analysis, competitive analysis, site analytics, and app analytics

## Qualifications for specialist digital marketing

* Ability to develop for cross-browser compatibility and analyze web analytics
* Working knowledge of Adobe Captivate helpful
* BA/BS degree or equivalent work experience strongly preferred
* PhotoShop or other graphic design software experience preferred
* Experience using and communicating in social networks, blogs, and content sharing communities including Twitter, Facebook, YouTube, Flickr, Tumblr, Pinterest, Blogger
* A creative writer and passion for WB Films