Downloaded from <https://www.velvetjobs.com/job-descriptions/specialist-digital-marketing>

# Example of Specialist Digital Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of specialist digital marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for specialist digital marketing

* Keep the organization up to date with technology related to e-mail marketing, social media management, and other technologies as necessary
* Monitor search and social media channels, understanding tone, and sentiment to inform content opportunities, conversion optimization and/or digital strategies
* Increase professional and technical knowledge by participating in educational opportunities
* Additional duties as needed to produce results needed by the team
* Conduct user behavior research and competitive analysis
* Understand and manage to success metrics (conversion, revenue, task completion, customer satisfaction, and others tbd) and identify course correction (strategies, fixes, ) to get back on target when we are not tracking to business goals
* Be an advocate of new and innovative online solutions
* Increase website traffic and engagement by developing and implementing web content updates (blog posts, landing pages)
* Implement digital campaigns, email communications, and lead nurturing processes through our marketing automation system and ensure seamless lead transition to sales
* Oversee the marketing database strategy by analyzing gaps in our data, driving contact acquisition, and ensuring high data quality

## Qualifications for specialist digital marketing

* Strong Adobe Photoshop, PowerPoint and excel capability
* A understanding of the ski and snowboard industry and the ability to connect with snow sports enthusiasts
* Excellent digital sales and marketing skills are essential for this position
* Must have solid digital knowledge
* Must be able to develop and execute successful digital sales and marketing campaigns across multiple platforms to ensure sales and engagement goals are met
* Ability to develop and expand relationships with vendors, internal customers, external customers and area businesses is essential in this role