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# Example of VP, Digital Strategy Job Description

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

## Responsibilities for VP, digital strategy

* Own and execute key aspects of the Digital agenda, continuously aligning strategies and initiatives with broader Global Technology & Operations functions and lines of business
* Develop and monitor key performance metrics (KPI) of the Digital Office and ensure management reporting and operational reviews focus on results and actions against KPI
* Lead and work in cross-functional teams to evaluate, provide insight and drive strategic outcomes that have the greatest impact on the Company
* Serve as digital testing contact of a functional area within the digital account opening experience
* Partner with Central Digital UAT team to develop testing strategy
* Partner with DAO product owners and line of business partners to accurately prioritize testing needs
* Collaborate with the broader internal team to ensure a seamless and consistent digital account opening experience
* Identify ongoing testing gaps, optimizations and future opportunities needed for effective evolution of digital account opening
* Create dashboards to monitor and track testing progress
* Participation in technology release validations, where applicable

## Qualifications for VP, digital strategy

* Highly quantitative, analytical and business-minded
* Understanding of mission critical delivery systems, including business resumption and contingency
* Ability to work and excel in a highly matrixed organizations
* Global Digital and Web Marketing experience necessary
* Bachelor's degree in marketing, computer science, management or similar field required
* Experience with the latest in digital advertising