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# Example of VP, Digital Strategy Job Description

Our company is looking to fill the role of VP, digital strategy. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for VP, digital strategy

* Develop strategically sound digital communications and marketing plans that drive awareness, education, influence, advocacy, acquisition, retention or engagement, by leveraging research, analytics and insights
* Oversees and/or participates in the supplier/vendor negotiation process to ensure the most lucrative rebate, incentive, and co-op terms and conditions for the enterprise
* Leads collaboration initiatives with Sales and Operation leadership teams to identify and research cost-effective commodity resource opportunities
* Ensures resolution to supplier issue management and escalation processes
* Ensure that front office and TPC clients make use of the digital capabilities that are provided
* Drive usage of existing capabilities through campaigns, promotions, advertising, education, training
* Be actively involved in the launch and development of digital capabilities, particularly in ensuring delivery of budget and initiatives that has been committed
* Participate in discussions to streamline processes to allow greater operational efficiency across Departments eCorporate Actions
* Gain insights and feedback from clients and users and in turn share these feedback and suggestions with Tech team so as to continually fine-tune and enhance the online user experience
* Provide first level support to technical issues faced by Front office or clients

## Qualifications for VP, digital strategy

* Proven ability to articulate a clear vision and get buy-in across a large organization for cutting edge digital (ideally mobile) initiatives
* Undergraduate degree required (Masters preferred, but not required)
* 7+ years of digital product management experience in Financial Services, preferably Banking
* Knowledge of, and experience working with, modern and emerging Fintech solutions
* Expert knowledge of Mobile Financial Services
* Expert knowledge of B2C Consumer Product Management