



# Example of Digital Business Job Description

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Our innovative and growing company is searching for experienced candidates for the position of digital business. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for digital business

- To look for opportunities to grow the engagement, but also to create synergies and cross over with other parts of the Ford business
- Subject matter expert on all things digital including but not limited to SEO/SEM, e-commerce best practices, user experience design best practices, content marketing, web/digital analytics and reporting
- Monitors and tracks the performance and utilization of the content management system to ensure that uptime and performance metrics meet targets
- Identifies and proposes opportunities related to improve service offerings based on performance metrics, including analytics and SEO results
- Partners with end-users to diagnose and resolve content management related challenges
- Assists in the development of content where requested
- Participates in full lifecycle projects related to content system implementations and integrations
- As a member of the Corporate Applications BSA team, may also participate in full life cycle support for other applications
- Grow, build and strengthen existing relationships with key regional Online Travel / Digital partners
- Leading a number of additional retail accounts on a European regional basis

## Qualifications for digital business

- Experience in problem-solving and organizational management practices within a matrix organization
- Support the business by leveraging e-commerce principles general business expertise to ensure that site merchandising is optimized to reflect how customers prefer to shop online
- 2+ years CRM or direct marketing experience in the digital space
- University diploma in management or business
- 3 to 7 years of experience in digital business operations
- Excellent understanding of acquisition, retention and monetization concepts