



Example of Digital Coordinator Job Description

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Our growing company is looking to fill the role of digital coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for digital coordinator

- Partner with Marketing Manager creative and merchant team to plan website roadmap and Edition calendar
- Coordinate timing of features on Main Home Page and Section Pages and integrate buyer requests to support businesses
- Review calendar for vendor coverage and communicate risk and or opportunities
- Consistently update calendar with changes to ensure accuracy
- Update site real estate report on a weekly basis
- Report on key insights during weekly business review
- Create marketing decks for monthly vendor meetings, working cross-functionally to gather vendor specific information working with broader marketing team on creative ideas and opportunities
- Support Marketing Manager on multi-channel marketing calendar alignment
- Monitor Daily positioning of competitor sites digital marketing trends
- Assist and oversee the creative development for digital marketing collateral, web assets, assets created during photo shoots

Qualifications for digital coordinator

- Distributes work orders to individuals, departments or external suppliers, denoting number, type, specific order details, and proposed completion date of units to be produced
- Monitors progress of work to provide status updates to management,

- Compiles short and long-term reports concerning progress of work and downtime due to failures of equipment or human error to apprise management of production delays and proposed remedies
- Confers with team members to develop new methods to expedite production and maintain quality control
- Understanding of the digital and social media industries
- 2 + years of practical working experience in ad trafficking and/or with an ad agency desired