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

Responsibilities for digital coordinator

- Work closely with the CRM manager to identify opportunities to profile and segment the database and generate actionable, customer focused comms
- Manage the scheduling, testing and deployment of all email campaigns using the SmartFocus platform
- Use the CRM system (BTE) to pull customer data and build segments for email and onsite personalisation
- Work closely with the editorial team to manage the email process and ensure the timely deployment of email campaigns
- Coordinate customer data capture across all touch points and ensure the database is kept up-to-date and clean to ensure a holistic single customer view
- The ability to complete assignments by priority build a strong, integrated relationship between promotions, sales and programming
- Assist with ad operations utilizing 3rd party ad server, traffic and QA assets
- Identify key digital marketing and advertising opportunities through reporting and analysis, partnership development
- Coordinate digital content across search, affiliate, display and paid social channels
- Monitor & optimize day-to-day campaign performance across owned channels and 3rd party platforms

Qualifications for digital coordinator

- A strong aesthetic sensibility and exposure to/understanding of fashion, photography, architecture, and/or art
- Strong interpersonal communications/presentation skills and ability to work productively in a fast-paced, creative, collaborative environment, including interface and coordination with in-house advertising agency, and contact with associates and licensees at all levels
- Complete proficiency in using Google drive, MS Office and WordPress
- 1-3 years of marketing experience, digital marketing preferred but not required
- Ability to prioritize multiple responsibilities in line with business objectives