Our company is looking to fill the role of digital development manager. 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 development manager

- Partner with technology staff to resolve data conflicts as they arise
- Project management and oversight, as needed
- Streamline email and video editorial process
- Grow commerce revenue
- Optimize sited for Newsletter and app acquisition
- Understand priorities from HBO's affiliates and key digital partners and align HBO goals and objectives to assist in crafting the HBO/MAX GO platform distribution roadmap with key internal stakeholders
- Frequently liaise with Digital Products on key roadmap initiatives and serve a main a primary Distribution team of contact for all product/technical discussions with Digital Products
- Work across a variety of cross-functional teams including Legal/Business Affairs, HBO International, Digital Products, Finance, in the development, management and execution of bringing HBO GO/MAX GO and HBO NOW products to market
- Work closely with HBO Digital Products team to assess and identify digital opportunities across a wide range of industries (MVPD, hospitality, university)
- Support digital business development activities from a partner management, financial analysis, product/technical assessment perspective

Qualifications for digital development manager

- Create and drive national strategy including employer branding, digital and social media programming, digital campaigns, school selection, program design
- Spearhead continual innovation of new digital tools and communication strategies inclusive of campaigns, social media
- Manage selection, assessment and hiring process of candidates, aligning all hiring managers and retail partners to establish and meet specific hiring goals, role requirements and positive candidate experience
- Provide insights, recommendations and strategic direction to L'Oreal leadership on the environment, digital innovations and best practices across recruiting to ensure best in class talent results and increase our attractiveness to the next generation of L'Oreal leaders
- Manage budget and deliver reporting of key metrics and benchmarking data to the organization including the measurement of digital engagement, quality of hire, conversion and retention