



Example of Digital Marketing, Associate Job Description

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Our company is searching for experienced candidates for the position of digital marketing, associate. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital marketing, associate

- Recommend, develop and implement email specific tactics to drive engagement of customers and increase conversions for all planned marketing campaigns AND overall marketing initiatives
- Lead the development and management of email contact plan calendar to ensure appropriate contact levels for all banking customers throughout each week/month/quarter/year
- Execution of email campaigns, working hand in hand with our internal partners (List and Data Quality Assurance) and external Email Service Provider to ensure timely distribution of emails achievement of expected performance metrics
- Day-to-day management of vendor relationships, budgets and delivery timelines
- Ensure the compliance, legal and regulatory agenda is consistently defined and employed in the email marketing efforts
- Be a go to expert in email marketing within the Consumer Bank
- Partner with Analytics and Optimization teams to track and measure email campaign performance and communicate results and insights to business stakeholders
- Lead online research initiatives
- Maintain email calendars
- Manage seasonal refreshes for trigger emails and email template updates

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- Superior teamwork skills and the ability to work across functional teams and all levels of the organization
 - Knowledge of Adobe Marketing Cloud Suite of products or similar enterprise digital marketing/analytics platforms
 - Establish strategy and goals for all national Digital Marketing programs and social media engagements, ensuring ability for development and execution to be aligned synergistically with national marketing, business, and social mission objectives
 - Work cross functionally collaborating with social mission, brand, retail, PR, and global marketing teams on initiatives like new product launches, social mission campaigns, and on-going consumer relationship management
 - Main point of contact for external digital agencies and third party vendors
 - Drive engagement strategy for social media platforms