



Example of Digital Marketing, Director Job Description

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Our innovative and growing company is searching for experienced candidates for the position of digital marketing, director. 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 marketing, director

- Work collaboratively with volunteer leaders
- Manage the budget for related accounts and ensure that AIA resources are used cost effectively
- Create and lead Polo Factory Stores digital marketing strategies to optimally support division's financial and marketing goals
- Evolve channel voice via digital communication
- Ensure resources are in place, budgets are optimized, and projects are managed efficiently, flawlessly and on time for all initiatives
- Manage digital marketing budget, including allocations, estimates and invoice maintenance
- Partner with CIEM and Marketing Planner/Analyst to compile, analyze and apply insights to drive productivity for all digital outreach
- Identify trends and insights, and optimize spend and performance based on results
- Implement strategy to grow digital customer acquisition
- Support Ecommerce strategy to drive online sales

Qualifications for digital marketing, director

- Ability to manage team priorities, work cooperatively, influence and collaborate with cross-functional teams in a very fast paced environment

- Ability to program in SAS and/or SQL
- Positive attitude, strongly motivated and passionate for developing a cohesive, high-performance team
- Understanding of attribution tools and methodologies
- 8+ years solid marketing/ brand management experience, with focus on digital marketing