



# Example of Digital Marketing, Director Job Description

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Our company is growing rapidly and is hiring for a digital marketing, director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for digital marketing, director

- Identify, execute and optimize digital tools to improve marketing performance and efficiency
- Serve as the key digital marketing lead for all cross-functional activity and communication
- Manage internal digital requests to ensure a cohesive web presence that is focused on user experience
- Establish KPIs and provide analytical insights to inform audience segment profiles and drive conversions that ultimately yield higher participation and behavior-changing interactions
- Prepare and manage marketing budgets and assure all programs generate a positive ROI
- Identify trends and insights to advise the marketing organization on digital best practices and prioritize the implementation of selected capabilities
- Ensure flawless execution of all digital marketing activities
- In partnership with the Vice President of Marketing, develop the Global Digital Strategy and 3-year roadmap for the brand to meet its business goals
- Lead relationship with Local Marketing brand teams to ensure that programs and strategies are executable and turnkey within the local markets
- Find, vet and Brief digital agencies, manage program strategies, asset development, market rollout, performance analytics, reporting and the budget for all of the brand's digital programs

## Qualifications for digital marketing, director

- Minimum 6 years of equivalent position preferably in a luxury brand or at a retailer
- Beauty or Fashion experience would be a strong asset
- Leadership skills, autonomy, visionary
- French language a plus (not mandatory)
- 7+ years of Marketing/Online Marketing experience required
- Consumer packaging goods marketing experience preferred