



Example of Digital Marketing, Director Job Description

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Our company is growing rapidly and 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 directly with and manage external advertising agencies to obtain optimal output from their services working with SVP- Head of internet banking
- Proven ability to develop and manage large complex marketing budgets
- Lead a team of 3-5 marketing professionals in the areas of digital marketing, brand and content management and social media
- Develop financial measurement and other KPI for performance management of marketing programs and campaigns
- Agency management - evaluate current set of agency partners
- Develop and drive creative testing and versioning
- Assess current online communication needs and identify opportunities to strengthen digital marketing activities
- Drive revenue and traffic KPI's, both for ecommerce and brick and mortar stores, in innovative ways that grow the brand and business
- Lead web merchandising to optimize conversion (deeply familiar with web funnel optimization, A/B testing and personalization)
- Lead and develop multifunctional, high-performing e-comm/digital teams

Qualifications for digital marketing, director

- Strong written and communication skills, with the ability to work many

- Understand basic financial principals such as margin and mark-up and how they relate to the pricing of marketing programs
- Experience with Digital Marketing - Google AdWords, Facebook Advertising, Photoshop
- A minimum of 15 years' experience in marketing content production within creative agencies working for multi country clients and a minimum of 5 years' experience in digital content production
- Experience in developing apps and websites, including mobile and social