



Example of Digital Marketing, Director Job Description

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Our company is looking to fill the role of digital marketing, director. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital marketing, director

- Accountable for daily monitoring, optimization and ROI across all channels and test campaigns
- Management of the team that will deploy e-store solutions to emerging countries
- Enables marketing communications team in the delivery of marketing plans by facilitating a collaborative work environment and the identification and elevation of issues and opportunities to department leadership
- Fosters strategic alignment with Digital Strategy and Operations, Sales & Distribution and Field Operations to ensure marketing programs continue to provide on-going value to attain production and profitability goals and enable opportunistic growth
- Drive the overall marketing strategy and marketing plans for digital adoption and deeper ExtraCare engagement, email, app, and site engagement, helping to deliver on business plans and objectives - with a keen focus on
- Optimizing what is working on and thinking big and broad about new ways to reach customers
- Leads the development of annual marketing plans in support of the digital and ExtraCare solutions, including identifying and bringing new ideas and innovative approaches to the
- Developing marketing strategies to drive trips through rapid, emerging opportunities in the digital space including the strategic use to digital media

- change and develop strategies to drive incremental sales and share
- Identifying Unmet Shopper Needs or Emerging Trends and Collaborating with Digital and Loyalty first to provide shoppers with solutions

Qualifications for digital marketing, director

- Intermediate-level HTML and CSS knowledge
- High-Intermediate to Advanced Excel skills
- Familiarity with Salesforce including creating custom reports and dashboards
- 2-3 years experience in performance marketing with measurable wins
- Data-driven so you can prioritize initiatives, measure results
- Ideal candidate will have 2-5 years experience in tech/ecommerce, consulting, banking or other data-driven industry