



Example of Digital Marketing, Director Job Description

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Our growing company is hiring for a 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

- Recommendation and execution of email segmentation, in order to optimize both marketing and triggered email opportunities
- Source and manage third party marketing agencies, when necessary, to drive ROI, top line sales and customer growth
- Perform or guide in-depth analysis of channel conversion, selling, and ROI to make recommendations and implement strategies for improvement
- Create, Manage, and Communicate the Digital Marketing Strategy and Calendar
- Assess new digital marketing opportunities, provide insightful analysis and recommendations, lead Team to execution
- Track and report on key digital marketing metrics daily, weekly, and monthly
- Actively partner and collaborate with other departments to ensure digital marketing efforts are aligned with overall company strategy and goals
- Create a motivating environment that ensures the ongoing training and development of the digital team
- Expertise in tactics utilized to optimize each digital marketing program
- Experience managing digital agencies is highly preferred

Qualifications for digital marketing, director

- Experience in online advertising/media, channel marketing, strategic marketing, off-line advertising/media and/or consulting

- Keen understanding of content merchandising with proven ability to plan and execute engaging digital content strategies
- Experience with planning, executing and evaluating successful digital branding campaigns for major consumer-facing Brands
- Demonstrated ability to "connect the dots" and synthesize complex inputs into quick action plans that exceed business objectives
- Experience with managing and leading high performing digital teams