



# Example of Digital Marketing Job Description

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Our company is hiring for a digital marketing. 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

- Work with media outlets, vendors, and design team to buy ad space and drive awareness and traffic
- Generating weekly, monthly, quarterly, annual and ad hoc reports, with the ability to recognize performance trends and troubleshoot data anomalies
- Measuring and reporting performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimizing spend and performance based on the insights
- Work hand-in-hand with our Conversion Optimization Manager to create relevant and high-converting landing pages, ads, and assets that align with all digital campaigns
- Devise and execute strategies to drive online traffic with the purpose of lead generation, sponsor and donor acquisition, and brand awareness
- Play a key role in the organization's web redesign project, as it relates to and supports the marketing acquisition strategy, including e-commerce considerations for fundraising
- Manage vendor and agency relationships related to digital/content marketing
- Coordinate with the Web team to develop and optimize key digital assets, including the corporate website, any ongoing campaign microsites and landing pages
- Manage/produce content for the web/online as needed, including editing content from others

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- Self-motivated, directed person
  - This account executive will be accountable for local digital revenue performance
  - Must have a Bachelor's degree or foreign equivalent in Marketing, Business Administration, or related field and at least 8 years of experience in the job offered or in digital marketing for the international television broadcast industry
  - Minimum of six months of experience in advertising, media, or entertainment marketing
  - Must have the ability to work well in a fast paced work environment
  - Proficiency in Adobe Creative Suite programs is a plus