



Example of Digital Marketing Job Description

Powered by www.VelvetJobs.com

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

Responsibilities for digital marketing

- Engage consumers on all key social media channels, including Facebook, YouTube, Instagram, blogs & other platforms as required
- Monitor and manage interactive consumer channels for the Americas, including social media, online communities and product reviews, to better customer experiences
- Create, develop and manage content across social media, online communities, websites and email campaigns, including product specifications, photos, links, videos, emails, status updates, tweets and pins
- Build net-new website experiences and programs to help customers evaluate our platform
- Coordinate and Manage communications with Diversified Channels with respect to Digital Marketing plans and efforts including web-site development, CRM, SEM, and Social efforts
- Enlist the support of SME's such as social, content, and development experts support Diversified when necessary
- Create and manage development timelines to align expectations and prioritize efforts with Diversified Channels
- Manage, review, and communicate web and social analytics to Diversified Channels to measure program success
- Assist in managing Vendor Partners, providing direction, assisting with administrative tasks, tracking progress and aligning expectations
- Maintain awareness of trends, technologies and industry standards

Qualifications for digital marketing

- CRM / direct marketing experience preferably in a multi-channel retail environment, agency or B2B industry
- Social media management skills and understanding of platforms (Twitter, Facebook, Instagram, Flickr)
- Minimum of 3 years experience in an online /Digital role
- Proven background in digital marketing, website management and SEO/SEM
- Strong familiarity with Digital channels (social, mobile, video)
- Past digital marketing, advertising and/or event experience or education