



# Example of Digital Marketing Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our growing company is searching for experienced candidates for the position of 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

- Assist in the development of themed promotional concepts that produce increased brand awareness, digital traffic growth and enhanced community engagement
  - Work closely with Product Marketing Director, Event Manager, Divisional Marketing teams, Digital Agencies, IT and Customer Service support teams on all related digital asset projects and issues
  - Analyze and report on digital performance and communicate results, recommendations
  - Manage digital brand assets, related messaging, ensure corporate and divisional brand standards
  - Develop compelling and powerful online marketing strategies for content series and topical posts throughout the day, week, month and quarter
  - Provide ideas for websites, contests, mini-sites and media promotions to maximize content visibility online, with measured KPIs to validate success of each campaign
  - Build and manage new and ongoing relationships with online publishers and create editorial calendars and publishing schedules
  - Identify trends and insights to optimize spend and performance
  - Work closely with the Corporate Marketing team to help promote the RRD brand and the company's business units
  - Manage and implement digital marketing campaigns
-

- HTML/web editor knowledge a plus
- Collaborate on and monitor integrated campaigns using a variety of digital resources and tools including SEM, social media, email marketing and other internal and external available resources
- An Associates Degree in Marketing with 1-2 years related experience
- Ability to effectively present information to groups, managers and clients
- Facilitate design alignment on new product benefits presentment and delivery opportunities
- Lead major Digital cost savings initiatives to boost digital payment percentage, paperless enrolment