Our growing company is looking for a digital product owner. 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 product owner

- Have good understanding of SEO best practices and technological impact of organic search traffic and site structure
- Develop and implement digital and social strategies that support Go to market at the national, regional, zone and practice level
- Serves as business lead for social media, email marketing and web content
- Collaborates with internal stakeholders to create seamless implementation of new digital capabilities
- Develops and manages relationships with external vendors and consultants in the digital marketing, creative development and analytics space
- Develops and implements effective metrics and analytics that determine ROI of existing efforts and provide guidance for future efforts
- Selects, develops and motivates team members for high performance
- Manage multi-million dollar budget
- Interface with wider business to help innovate and identify new ways of improving process and creating value from data and analytics driven products
- Engage with end users by opening lucid communication channels and implementing feedback loops with users to ensure we build successful and valuable products

Qualifications for digital product owner

- Must have experience gathering and documenting technical and business

- Experience working on web or mobile projects
- Experience with Agile is nice to have
- Lead a highly dynamic and multi-disciplinary team to develop and enhance digital messaging products on a day to day basis
- The successful candidate will be able to understand customer expectations