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

Responsibilities for digital program manager

- Work collaboratively with many stakeholders across many teams and geos
- Proactively seek approvals, fill gaps, and track down answers as needed
- Manage website updates in support of major campaigns, events, and product launches
- Build project plans, facilitate project delivery and clear road blocks for the business team
- Orchestrate digital projects, resources, timing, monitoring and control, ensuring master plans and schedules are followed
- Develop solutions to program challenges, and direct others for successful completion of project on time and on budget toward achievement of program objectives
- Oversee project management activities and also be responsible for keeping management and other stakeholders informed
- Understand how to interact with and manage deliverables of Digital suppliers partnering the R&D digital solutions team
- Be responsible for ongoing performance assessment, research and development of new capabilities, and systematically applying knowledge for program success and providing information and recommendations to decision makers at all levels
- Provide management, support and escalation assistance to the global product labeling team

Qualifications for digital program manager

- Strong background in paid social and the nuances of Facebook, Instagram, Pinterest, and other social platforms
- Media agency experience on the agency or client side
- Master at ad trafficking, DART/DFA/DCM, web analytics, and creative testing
- Strong analytical skills and ability to implement advanced digital performance tests from start to finish
- Experience buying online media and managing campaign budgets