



Example of Director, Digital Content Job Description

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Our growing company is looking for a director, digital content. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for director, digital content

- Working with SVP of CMD and General/Managers/Country Manager, establish market priorities, defining strategic and economic market opportunities, and prepare recommendations for go-to-market strategies
 - Drive digital long-form content distribution growth with view to optimizing and balancing true content value, reach, revenue, and brand-impact
 - Provide leadership for the CMD business in developing annual revenue budgets and executing tactical plans, and reporting progress regularly to senior management
 - Partner with General Managers and LOB functions in region to ensure CMD can help support market objectives
 - Plan and execute strategy, creation and management of digital assets across all platforms (desktop, mobile, tablet, email,) from website to digital advertising, from app to SEO opportunities
 - Determine and manage projects' overall digital requirements, including budget, oversee the digital asset production processes, and ensure that the team aligns on content objectives, assumptions, risks, and success factors
 - Measure and evaluate outcomes and provide actionable recommendations for improved performance
 - Present regular multi-platform analytics reports to the leadership team
 - Manage and maintain editorial control, discipline and standards
 - Create and maintain standards, policies and procedures for NSF digital properties and ensure its adherence by external and internal teams
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- Participate in decisions that involve resource planning and management, content management technology purchases, and other operational considerations
- Establish and cultivate critical relationships with external (contractors in IA, SEO, social media, IT,) and internal teams to execute digital program activations, such as special projects and annual campaigns
- Collaborate with project leads to examine and analyze the content "ecosystem" -internal and external factors - during the project discovery phase
- Gather, audit, and analyze existing content relevant to project requirements
- Develop and execute a social media strategy and calendar to increase visibility, traffic and engagement to grow the NSF community across digital channels, including leading the brand's presence on social media
- Supervise the development and execution of integrated digital programs that maximize ad revenue goals and budget projections as it relates to innovative branded content and digital marketing opportunities