



## Example of Director, Digital Marketing Job Description

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Our company is looking to fill the role of director, digital marketing. To join our growing team, please review the list of responsibilities and qualifications.

### Responsibilities for director, digital marketing

- Lead flawless execution of digital strategies – includes but is not limited to Web, SEO/SEM, email and text marketing, in-store digital experiences and emerging online media campaigns
- Work with Executive Director and Senior Vice President on ad-hoc strategic projects
- Manage paid and organic search program strategy and results
- In consultation with relevant staff across the organization and with appropriate partner agencies as applicable, develop and implement detailed marketing plans that meet defined campaign goals
- Work in concert with Strategic Communications staff, other internal stakeholders, and outside agencies to provide a unified and consistent approach to the AIA's marketing and communications
- Work with marketing team to ensure that campaigns and other marketing projects are delivered on time and on budget
- Work with relevant departments and agency partners to become the subject matter expert and strategist regarding member/constituent segmentation, proprietary and third-party lists, data/list enhancement, database marketing
- Advise marketing team on digital marketing best practice including creative, UX, calls-to-action, testing, deployment, and performance measurement/response
- Become a brand expert, advocate, and steward seeking consistency and compliance, fast-forward evolution and appropriate execution within Marketing, Communications, and Convention, and across the organization

## Qualifications for director, digital marketing

- Project and Process - Must have the ability to model complex business questions and issues thoroughly and precisely
- Strong team player who understands how to express a point of view, build alliances, manage expectations and work effectively with many departments in a matrix organization
- Solid experience working with web and mobile platforms
- In-depth understanding of the social space and technology
- Bachelor's degree (preferably with a PR, digital media or marketing-related)
- Retail ecommerce analytics experience strongly preferred