



Example of Director, Digital Marketing Job Description

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Our growing company is searching for experienced candidates for the position of director, 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 director, digital marketing

- Drive qualified customer engagement across online platforms SEM/Social/Display, with a keen eye toward personalization and CRO
- Accurately manage multi-million dollar SEM budget, campaign timelines and resources across multiple domestic campaigns to ensure objectives and KPIs are met leads, applicants and enrolls
- Evaluate social media and digital initiatives
- Big Idea' Development – Generate creative and strategic digital marketing ideas that align with an advertiser's objectives and leverage InStyle's strengths and provide value for our audience
- Under Qualifications
- Presentation Development – Create compelling ways to bring an idea (big or small) to life in a way that feels custom to each advertiser
- Client and Agency Meetings – Attend both agency and client meetings including media days, briefs, and pitches as needed
- Project Management – Communicate and collaborate with internal teams including Sales, Integrated Marketing and Digital Sales Planning to ensure timely submission of proposals and deliverables
- Talent Management – Find, curate and manage appropriate social influencers and digital talent for custom programs and content as needed
- Responsible for the functioning of properties (websites are up, forms work)

- Knowledge of marketing technologies such as bid management tools, ad servers, tag management
- Demonstrated success designing, implementing and optimizing direct marketing campaigns based on customer data
- Big-picture thinker with experience in a dynamic, high-growth environment able to transform strategic vision into concrete & viable action plan
- Able to inspire and influence across the organization & Brand partners to gain alignment and support for business plans
- Technical familiarity and ability to translate business objectives to IT/technical teams
- Able to provide clear creative direction and critical feedback to Creative Services to ensure all messaging is compelling and visually impactful