



Example of Director, Digital Marketing Job Description

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Our innovative and growing company is looking for a 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

- Liaise with key third-parties
- Liaise with global and local media teams, including campaign strategy, execution and optimization
- Manage the global eCRM program development, execution and evaluation and ensure local market adoption
- Manage quarterly Digital meetings, and own the agenda highlighting key education needs for global and local brand marketing teams
- Direct the efforts of the digital marketing team
- Develop a strategic Journey Map to improve overall customer experience working with SVP- Head of internet banking
- Perform Customer Research to obtain market data
- Perform Segmentation Modeling to identify and define target customers
- Develop a strategic audience insights program working with SVP- Head of internet banking
- Drive policy & processes to identify best practices to optimize the customer experience

Qualifications for director, digital marketing

- Adobe Analytics experience required
- Occasional travel may be required to meet with agencies, CMO and brand

- 8+ years marketing and/or digital distribution experience
- Strong understanding of the OTT transactional business
- In-depth understanding of trade marketing and proficient at creating productive relationships with clients