



Example of Director, Digital Marketing Job Description

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Our company is growing rapidly and is looking for a director, digital marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for director, digital marketing

- Lead a high-performance team of marketers
- 5 + years of consumer marketing experience at a digital brand, broadcast/cable network, creative/digital agency or client side market
- Ability for some travel
- Implement best practices including guidelines for web campaigns, emails, landing pages, brand campaigns
- Evaluate and provide business rationale for new channels to grow the digital marketing portfolio to drive traffic and enhance brand presence
- Lead direct reports through coaching and developmental feedback
- Develop channel specific cross channel marketing plans that help achieve set business goals across each of the Fandango properties
- Bring the disciplines of programmatic, RTB & retargeting into Fandango
- Bridge strong relationship for us with core digital properties across search, social and display
- Partner with leadership to develop out a cross channel attribution model and help build new foundations on evaluating digital marketing spend and channel impact

Qualifications for director, digital marketing

- Solid mastery of PowerPoint and Excel

- Have a strong understanding of digital measurement and metrics tools
- Deep knowledge of current and emerging digital marketing technologies (ie
- At least 2 years of Internet marketing experienced with demonstrated personnel and project management experience
- At least 1 year in management and leadership experience of large teams (5+)