



Example of Director, Digital Marketing Job Description

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Our company is hiring for a director, digital marketing. 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 marketing

- With a keen sense of detail and organization skills, ensure the team is carefully executing across multiple marketing channels, with a heavy focus on email, store signage, and owned websites as critical customer touch
- Build out not just adoption, but ongoing engagement and retention strategies with key digital and loyalty
- Leads a results-oriented focus with team through partnership with Finance and Analytics to understand post-analysis measurement efforts against established
- Develop partnerships with key CPG partners to develop and manage sales-driving cooperative brand-building and promotional
- A passion for consumer behavior and digital
- Tracks trends and metrics
- Serves as digital brand steward for Valspar brands
- Researches emerging digital trends and conducts competitive analyses
- Maintains digital marketing budgets
- Develop and execute digital marketing plans that meet or exceed expectations for sales, profit, ROI, and customer file growth through their own effort and leading their team

Qualifications for director, digital marketing

- Proven ability to combine and manipulate data from multiple sources to

- 5 to 10 years of progressive marketing experience focusing on digital marketing, online and mobile technology advertising
- Deep knowledge of current and emerging digital marketing technologies
- Exceptional communication/interpersonal skills, data driven thinking, analytical and articulate
- Bachelor's/Masters degree and minimum 6+ years digital marketing experience