



Example of Director, Digital Strategy Job Description

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Our growing company is looking for a director, digital strategy. 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 strategy

- Lead a team of business analysts, technical developers and digital marketing specialists
 - Establish governance on usage of digital data in alignment with the Bank's customer privacy and data usage policies
 - Set up and run an effective PMO team that inspires amazing talent that is passionate about emerging products
 - Strength in figuring out the processes necessary to get things done
 - Provides portfolio and program level oversight and manage cross project dependencies
 - Define and manage a portfolio of critical initiatives throughout the organization with regards to timing and delivery
 - Ensure project execution, monitor budgetary impacts and manage organizational risks
 - Responsible for creating strategies for risk mitigation and contingency planning
 - You will be the SME for client facing digital analytics relationships during discovery, deployment and increase client engagement, all the while employing your skill to get new customers up to speed with MarketShare's software faster
 - You will make sure analytics requirements are defined and delivered as it relates to addressable media solutions including programmatic working with Product, Analytics R&D
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- Direct experience in site analytics, display advertising, paid search and affiliate marketing
- Ability to effectively build business cases for pilot programs and to communicate insights/results to executive leadership and clients
- External focus with demonstrated experience in building vendor relationships and leveraging new tools to drive growth
- Extensive knowledge and expertise in program/project management, portfolio management, software development methodology
- Minimum of 8 years proven experience in program or project management leading clients and team members through large complex system implementations and integrations
- 2-4 years of mobile and business/industry work experience