



# Example of Interactive Marketing Job Description

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Our innovative and growing company is hiring for an interactive 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 interactive marketing

- User-experience wireframes
- Provide strategic direction and execution for all of our client's customer-facing digital initiatives across search, mobile, desktop, social and video
- Oversee product development, user experience and audience growth for all interactive platforms
- Participate in budget planning, advertising placement and relations, and online marketing
- Oversee day-to-day management of a team of interactive specialists
- Train 2000+ agents on growing their business with digital tools, and leveraging online to work smarter and harder with customers
- Provide strategic digital insight to the executive team and executing on a self-generated long-term product roadmap
- Translate brand premise across all interactive platforms
- Contribute to the evolution and maintenance of site experience workflow
- Analyze business goals and requirements and translate them into visual design UI

## Qualifications for interactive marketing

- Social strategy and paid media planning experience preferred
- Candidate must be motivated, creative, innovative, well highly organized, detailed oriented, multitask while working under pressure, and work in a

- Participate in usability testing, reviews and evaluations to identify issues and provide an enhanced user experience
- Collaborate with Relationship Managers, Front End Developers, and UX Design Managers
- Expertise in online marketing, digital and social media channels, including tablets and interactive media