



Example of Manager, Digital Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of manager, 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 manager, digital marketing

- Play an integral role in the development and lead the execution of Propoint's marketing plan (including digital, social media, video and print)
- Oversee Search Engine Marketing (Organic, SEO and Paid Search)
- Manage Social Media daily to promote work Propoint is doing, showcase thought leadership and share industry insights while working to engage with users and grow the community
- Manage, monitor, and execute social media programs and contests
- Collaborate with social media, video & creative teams to ensure consistent look/tone across our online marketing channels
- Manage relationships with outside service providers and agencies for website development, email marketing, and SEO/SEM activities
- Provide expert guidance and insight on digital marketing best practices and standards, including reporting
- Measurement and return on investment (ROI) for all digital campaigns
- Lead a cross-functional team, responsible for the design, development, implementation and ongoing monitoring of marketing strategies to achieve market share, revenue and profit targets
- Be the Eloqua strategist for the Higher Education Marketing Team and optimise the Eloqua marketing automation tool achieve campaign objectives, maximize efficiency, and inform future campaign strategy through continual

Qualifications for manager, digital marketing

- Must have the ability to communicate effectively, tactfully and cross culturally with all levels of management, vendors, clients, and talent
- A creative thinker and innovator, data analyst
- 2+ years' experience managing paid and natural search programs for well-established online retailers is preferred
- An organized individual with great attention to detail and focus on ROI
- Fluent in both Mandarin & English
- Develops effective digital media strategy and marketing plan to support the long-term brand marketing and film marketing