



Example of Manager, Digital Marketing Job Description

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Our innovative and growing company is looking to fill the role 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

- Oversee the integration between our social media reputation management strategy and ensure alignment through various platforms
- Work across a range of digital marketing channels, including PPC/SEO, programmatic display, email, social and affiliates, plus UX and CRO
- Promotes the desired image of Clear Channel Outdoor in the general market, trade associations, trade press and advertising community, in Social Media
- Assist with development of social media strategy
- Good knowledge of web analytics (GA/Omniture) to evaluate performance
- Work closely with our sales and fulfillment teams to support e-commerce businesses
- Oversee integration between our websites, email marketing program and CRM system
- Ensure our programs and advertising follow current laws and ethical best practices, including abiding by CAN-SPAM laws and FCC rules
- Manage operational and advertising budgets and report on business impact/ROI
- Stay abreast of industry trends and emerging tools and tactics to support our goal of innovation excellence

Qualifications for manager, digital marketing

- 3-5 years of SEM and PLA experience managing campaigns across Google, Yahoo, and Bing managing various CSEs globally
- Familiarity with email marketing tools required
- At least five (5) years of experience with digital marketing, database management and graphic design
- Ability to write compellingly for the web, social networks and other digital media
- Experience in basic programming preferred