



# Example of Manager, Digital Marketing Job Description

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Our company is looking to fill the role of manager, digital marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for manager, digital marketing

- Supports Social Media, Influencer, and eCRM efforts
- SmileDrive
- Endemic advertising
- Track and utilize campaign and social data analyze consumer online behavior in order to help optimize our digital efforts
- Manage creation, maintenance, and ongoing quality assurance of artists' online presences
- Marketing and Product Launch Strategy
- Support Lee Ecommerce Department by increasing the online business through both tactical and strategic execution of online retention and acquisition techniques, primarily through an extensive email marketing program
- Serve as team expert for search engine optimization, Google AdWords Pay-Per-Click and Reputation Management programs account management, analytics and troubleshooting
- Be the main point of contact for escalated client campaigns
- Direct and manage resources in the delivery of all client programs and services and work closely with the team to ensure that all client deliverables are met and client expectations are exceeded

## Qualifications for manager, digital marketing

- Results driven with strong analytical skills to establish, interpret and analyze critical digital KPI targets
- Superior execution and project management skills to manage complex, strategic initiatives
- Knowledgeable on current digital marketing trends, strategies and tactics to help drive innovation
- Strong project management skills that ensure you effectively plan programs, delivering key milestone in a timely and effective manner
- Excellent interpersonal skills that allow you to build and influence relationships at all organisation levels, using active listening to truly understand stakeholder requirements
- Have a lateral and inquisitive mind that allows you to embrace change, manage ambiguity, be creative and apply a sense of humour