



Example of Manager, Digital Marketing Job Description

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Our company is growing rapidly and is hiring for a manager, digital marketing. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, digital marketing

- Design, build and maintain social media presence, research current trends and apply current promotions
- Manage CRM system integrations and data flow
- Link website data to CRM lead data to customer revenue data
- Manage the document asset management systems
- Research and implement best practices in CRM, data flows and data quality, and website functions
- Manage data quality and enhancements
- Partner with various ad networks and publishers like Google, Yahoo, Facebook and manage the relationship
- Manage and execute overall digital marketing programs for the brand
- Develop digital marketing programs to acquire, engage, and retain customers
- Evaluate effectiveness of marketing spend and optimize as needed to ensure KPIs are met

Qualifications for manager, digital marketing

- Increase Digital Engagement and Build Online Community
- Increase Web Traffic and Manage Websites
- Manage search engine marketing activities and other digital advertising efforts
- Manage Goals and Key Performance Indicators, and Monitor Data to Drive Success

