



Example of Manager, Digital Marketing Job Description

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Our company is looking for a 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

- Work with the Marketing Director & Digital Director to collaborate ways to get viewers involved in newscasts/programming and to engage fans and followers on digital properties, assisting in the overall strategy to build and maintain KSDK's online & social media presence
- Establish SOPs and counsel talent on online best practices, including social media, as needed
- Work with digital content team to coordinate any sales-related content on KSDK.com or social media
- Digital Marketing Manager will manage all day-to-day aspects of email and organic social media scheduling, production, execution and reporting
- Manage to the email send budget and social media reach goals
- Current understanding of email best practices surrounding performance, mobile adoption, social media
- Partner with marketing team to schedule, design and execute all social media organic content to support promotional planner offers, vendor contests, brand messages and local events
- Knowledge of social media best practices and content management
- Highly organized and able to apply Marketing calendar initiatives to the social media calendar and schedule in content management platform
- Customer service experience to address and direct comments and feedback on social media channels

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- Bachelor's degree with 7 years in B2B Digital marketing- managing responsive websites and digital marketing commercial programs
 - Ability to manage projects with a focus on creativity and on-time delivery
 - Maintain relationships between team members, developers, consultants, and company resources
 - Knowledge of today's web development technology trends, CMS development, HTML5, CSS3, JavaScript, Premiere, Adobe Creative Suite, MS Office
 - Ability to maintain focus and be productive and flexible under intense deadlines
 - At least 5 years digital marketing experience in Luxury Retail industry