



# Example of Manager, Digital Strategy Job Description

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Our innovative and growing company is hiring for a manager, digital strategy. 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 strategy

- To include all aspects of strategy development including vision setting and refinement, strategic analysis and roadmap development in collaborative planning processes that build cross-functional, cross-business unit alignment
- Establish ongoing process for additional digital development opportunities as they arise, including opportunity evaluation identification of potential business partnerships
- Establish thought leadership and become a true expert in health innovations in the digital ecosystem by all means necessary
- Developing senior level contacts in the digital health and investment communities
- Ongoing analysis and assessment of industry trends and customer needs/requirements
- Define the product vision, roadmap, and supporting metrics required to deliver and enhance a best-in-class Specialty patient digital experience
- Work with the Product Development team for requirements definition, design, roadmap development, experimentation, implementation, launch, and measurement
- Develop and maintain strategic plans and activation strategies for building a multi-vehicle customer and member strategy to drive digital product awareness and trial, engagement, loyalty and advocacy to deliver large-scale digital growth and substantially enhance the digital experience
- Facilitate dialogue with broad group of cross-Digital, cross-functional, and

communication skills and ability to influence decisions and to continuously identify testing and optimization opportunities to maximize ROI

- Deliver requirements to the IDS leadership team

### **Qualifications for manager, digital strategy**

- At least 6 years combined technical and functional business experience, with a minimum of 3 years data experience working in ad networks, web analytics, CRM or related data-centric activity
- Results oriented individual, with senior level leadership experience
- Extensive digital experience is required
- Superior project management skills with ability to structure, prioritize and management multiple projects with minimal direction
- Extensive knowledge of Excel, PowerPoint, Word, and analytics modeling
- Deliver senior executive level consumable strategic artifacts and outputs identifying trends, issues and opportunities