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

Responsibilities for program manager, digital

- Manages program plans, resource allocations and associated schedules with integrated activities from the internal Core Team, internal R&D Team, allied functions including labeling, and the external partners performing digital development functions
- Manages the assignment of resources to projects and tracks overall progress against multiple workstreams
- Manages escalation of issues and conflicts to the Sr
- Creates and conducts formal presentations of project status and proposals to appropriate management
- Develop, document, execute, and continuously refine a best in class digital content strategy, driven by data & analytics
- Manages multiple products/sites and ensure key milestones and deadlines are met
- Implement best-in-class customer centric campaign deployment strategies
- Ensure correct translation of business campaign requirements into executable technical specifications
- Understand the business impact of the programs developed/tested and enhance measurement over time
- Oversee multiple vendor, business and IT teams to drive successful campaign execution

Qualifications for program manager, digital

- Demonstrated experience in successfully managing and delivering on multi-

- Bachelor's Degree in business, project management or related field or 5+ years equivalent work experience
- Able to make confident and definitive decisions in difficult or ambiguous situations
- Five (5) years' of experience in digital/interactive marketing, managing the development of mobile/tablet application platforms and opt-in collection and delivery of SMS/MMS/text programs and campaigns required
- Two (2) years' of experience in interactive agency or digital channel platform development or production experience preferred