



# Example of Senior Digital Marketing Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our company is searching for experienced candidates for the position of senior 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 senior digital marketing

- Help train junior staff on advanced paid media skills and tactics
  - Identify, contract and manage third party contractors, vendors and agencies to develop and create various forms of content and creative assets
  - Directs the work of third party vendors and partners, and holds them accountable for fulfilling on creative executions to meet deadlines
  - Evaluates and identifies opportunities to improve existing creative and content assets to optimize performance
  - Advises the Brand Manager on relevant topics in developing brand strategy and evolution of the resort brand, creation of seasonal/annual brand campaigns
  - Advises Brand Manager in development of brand guidelines and communicates to stakeholders and approves assets to ensure on-brand executions
  - Establish and drive the acquisition strategy and vision for generating sales across digital channels (online and mobile)
  - Lead partnership with lines of business to develop deeper understanding of customer segments, audience insights and consumer personas
  - Perform as proactive leader who actively manages all placements to optimize and improve placement daily
  - Lead the enterprise social media marketing and social e-commerce agenda across all lines of business
-

- Excellent structured communication skills with the ability to frame complex digital marketing and technical concepts in a way that facilitates discussion and deeper levels of understanding
- 8+ years' experience in B2B digital marketing
- Previous successful experience and working knowledge of Digital Marketing, Social Media, Mobile Applications for new/future products
- Bachelor's degree in Marketing, Master's preferred
- 7-10 years of experience in performance marketing with measurable wins
- Experience in the education market and/or experience marketing to parents, preferred