



# Example of Senior Manager Digital Job Description

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

Our growing company is hiring for a senior manager digital. 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 manager digital

- Initiate programs by leading alignment on program scope, release planning, aligning teams on vision, business goals, create program structure, and securing cross-functional support
- Provide visibility to program status (key decisions, dependencies, issues, risks, metrics, ) on an ongoing basis through status reporting to all stakeholders
- Develop strong partnerships with functional leaders to drive focus on business objectives
- Serve as project's main contact and be knowledgeable on all aspects of the project
- Interact closely with the account team to determine project needs and timing
- Attend weekly account status meetings
- Maintain weekly status reports to monitor hours and assist Account in managing project profitability
- Ensure that creative brief and fee estimate are approved by agency and client prior to project briefing
- Generate a timeline for each project and ensure that the timing is met
- Set up internal meetings for project kick-offs, creative reviews, and team checkpoints

## Qualifications for senior manager digital

- Experience with a variety of social and digital publishing, monitoring, and analytics tools such as Sprinklr, Adobe Social, Nielsen Social, Spredfast, Telescope, Percolate
- Minimum 5 years marketing experience within the digital/social media or apps space combined with proven ability to be both analytical and creative
- High level of competency working with agency partners related to digital marketing efforts
- Build a rapport and work closely with senior architects and engineers via personas, epics, user stories, requirements, priorities and sprints
- Support product launch readiness with engineering, sales, support, marketing, finance, legal, channel, procurement, PR and AR teams