

Digital Marketing Manager Job Description template

Digital Marketing Manager Job Description Template/Brief

We are seeking a Digital Marketing Manager to lead our online marketing efforts. The role involves developing strategies to boost our brand's online presence and engagement with target audiences. The ideal candidate should have a strong grasp of digital marketing tools and a creative mindset.

Digital Marketing Manager Job Profile

The Digital Marketing Manager will strategize and implement marketing campaigns across various digital platforms. They will analyze campaign performance and optimize strategies to achieve key business objectives. This role requires a mix of analytical skills, creativity, and adaptability to digital trends.

Reports To

The Digital Marketing Manager reports to the Director of Marketing.

Digital Marketing Manager Responsibilities

- Develop and execute digital marketing strategies to increase online presence.
- Manage paid advertising campaigns on platforms like Google Ads and Facebook.
- Create and oversee email marketing campaigns targeting key customer segments.
- Analyze website traffic and user engagement metrics to inform marketing strategies.
- Collaborate with the content team to ensure content aligns with marketing goals.
- Optimize SEO to improve search engine rankings and drive organic traffic.
- Monitor and report on ROI and KPIs of digital marketing efforts.
- Stay updated with digital marketing trends and tools to keep strategies current.
- Coordinate with third-party agencies and vendors when necessary.

Digital Marketing Manager Requirements & Skills

- Proven experience as a Digital Marketing Manager or similar role.
- In-depth understanding of digital marketing concepts and best practices.
- Experience with SEO, SEM, and social media marketing tools and strategies.
- Familiarity with web analytics tools like Google Analytics.
- Strong analytical and project management skills.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively within a team.
- Bachelor's degree in Marketing, Business, or a related field.