

DIGITAL MARKETING DIRECTOR

Digital Marketing Director responsibilities include:

- Develop strategies for organic traffic growth and frameworks for repeatable success.
- Drive and manage monthly optimization tactics for organic and paid advertising campaigns.
- Develop PPC strategies'.
- Oversee and drive onsite and offsite content strategy and development to improve SEO and UI.
- Oversee the development of email marketing initiatives, from strategy through implementation and optimization.
- Drive conversion rate optimization across all campaigns, such as email marketing, organic, PPC ads and landing pages.
- Track and understand key digital marketing metrics, analyze campaign performance and optimize based on insights to increase conversions.
- Create accurate estimates for new business and incremental revenue opportunities.
- Assist in the development of new product offerings.
- Develop budget and digital marketing solutions for multiple initiatives to drive customer acquisition, engagement, monetization and retention.
- Identify and apply industry trends and insights that help to optimize campaign performance.

Qualifications required:

- At least six years of experience in digital marketing
- HTML, CSS, PHP, JavaScript, Expression Engine
- Ability to do live troubleshooting of websites
- Google Adwords certification required
- In depth knowledge of integrated marketing and digital disciplines
- Proven success as a manager and leader of high-performing teams
- Strong familiarity with analytics and analysis of complex datasets