

Job Title: Digital Marketing Manager

Reports To: Associate Director, Digital Marketing

General Responsibilities and/or Results Expected:

The Digital Marketing Manager will serve as an integral part of the digital marketing team serving across all customer bases. This role is critical to the success of the marketing team and will have regular exposure to senior management. Additionally, the Digital Marketing Manager may be responsible for managing seasonal, hourly support staff.

Responsibilities Include:

- Develop and manage digital marketing campaigns including national email campaigns
- Manage local email and text campaign content, process & improvements.
- Manage direct mail program.
- End consumer lead generation for division.
- Ensure appropriate tracking of all digital efforts and oversee internal reporting including monthly dashboards as well as presentations to management.
- Devise strategies to drive traffic & ecommerce conversions.
- Manage & develop team members & all other duties as assigned.

Requirements:

- 5+ years of marketing experience
 - 3+ years of specific digital marketing roles
 - People management experience is preferred
- BA/BS in business, communications, marketing or a related field
- Experience email marketing, mobile marketing, search marketing, ecommerce strategy and digital promotions
- Solid business communication skills
- Strong writing & proofreading skills