

Form, Job Description**JOB DESCRIPTION**

DEPARTMENT:	Marketing
POSITION:	Digital Marketing Manager, DTC
POSITION REPORTS TO:	Director, Marketing
HR JOB CODE:	MGRDM
FLSA STATUS:	Exempt

SUMMARY:

As the Digital Marketing Manager, you will be responsible for implementing a digital strategy for the company's brands worldwide. The Digital Marketing Manager will be collaborating with the brand teams and agencies to develop digital, social, mobile, CRM, and SEM campaigns from ideas to launch. Understanding and expertise in usability, architecture, development and design for all types of digital projects is mandatory. A strong understanding of marketing and the technical ability to work with online content management systems is required. This position consults, strategically and tactically, to ensure program progression to ensure best practices for driving optimized website traffic.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

- Collaborate with a diverse set of stakeholders including Brand Marketing, Clinical, Regulatory, Legal, IT, and agencies/vendors to achieve results.
- Align with brand teams on marketing objectives and areas of opportunity to provide flexible, proactive campaigns.
- Increase the utilization of best practices in digital, social, and mobile marketing.
- Consult on strategies for wide-array of digital campaigns including websites, online advertising, SEO, SEM, CRM, drip campaigns, micro-sites, landing pages, mobile apps and mobile websites.
- Establish standards for digital and mobile marketing content/channels in collaboration with IT, Clinical, Regulatory, Legal, and Marketing (in house and vendors).
- Create and update automated emails, e.g. confirmation emails, drip campaign emails using an email vendor's content management solution.
- Ability to create/update online campaign landing pages in a website content management solution.
- Spot and analyze trends, both inside and outside the medical digital category that can be leveraged by Marketing teams.

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- Uncover new digital approaches and present innovative thinking/solutions to the brands for incorporation into tactics.
- Guide the development of market research and analytic plans to identify and employ metrics that determine the effectiveness of digital campaigns.
- Develop thorough understanding of corporate brand, web and mobile standards and set policies that drive alignment.
- Engage in on-going dialogue regarding new areas to explore, changes and opportunities within digital marketing.
- Work independently and collaboratively with potential agencies to develop effective digital solutions to drive vision for best-in-class digital marketing efforts.
- Build qualitative and quantitative reports to measure effectiveness of all efforts
- Create, develop and analyze search campaigns to ensure acquisition and conversion goals are met

QUALIFICATIONS, ESSENTIAL SKILLS AND ABILITIES:

- BA or BS degree
- 5+ years of digital healthcare regulated marketing experience required either from, digital/marketing agency, consulting or within a company with role focused on digital marketing.
- Must have demonstrable experience in executing many different types of digital campaigns, websites, emerging media initiatives, online video, mobile apps, mobile websites and social media.
- Must have understanding of digital measurement, benchmark definition, qualitative analysis with digital websites/online campaigns, SEO analysis, metrics for emerging media, ability to synthesize insights from data, implementation of measurement framework and social media mining.
- Must have outstanding project management and financial acumen and knowledge on wide-array of digital projects to assess and quickly make recommendations.

Employee Signature: _____ Date: _____

Signature of Hiring Mgr: _____ Date: _____