

Foundational responsibilities in bold

Broad description

The Digital Marketing Manager is accountable for BD's online brand marketing efforts to ensure our target audiences have a high impact, compelling, and engaging experience



Role needs and responsibilities

Channel operations and customer experience management

- ❑ Help **execute on the company's overall digital marketing strategy**, such as managing our online content and development, social media, and advertising efforts
- ❑ **Collaborate with key stakeholders across the company to gather input for the online content and development, refine it together, and create the final deliverables**
- ❑ Help to identify target audiences for media campaigns, campaign requirements, and priority features
- ❑ Define content strategy and liaise with creative agencies to deliver visuals
- ❑ Build campaigns with compelling visual designs that align to company brand standards; publish content on digital channels in accordance with governance laid down by DDA Platform team
- ❑ **Define success criteria/ metrics** that inform success of campaigns and enhance customer satisfaction/ experience
- ❑ Collect and review adoptions and usage statistics to drive customer success
- ❑ **Build, maintain, and analyze the social media efforts across all channels to test and ensure the social posts' content and creative are engaging to our target audiences.**
- ❑ **Build, maintain, and analyze digital advertising campaigns to ensure the content is reaching the right audiences within budget at the most opportune times.**
- ❑ **Build, maintain, and analyze metrics on all digital marketing channels (e.g., website, blogs, and emails) to ensure brand consistency, positive impact, and high user engagement**
- ❑ Optimize engagement plans according to the best media mix and work closely with DDA tools to ensure full coverage on main-stream channels
- ❑ **Collaborate efforts with outside vendors to support digital marketing efforts** (e.g., web development, media buying and digital advertising); CX design will manage creative
- ❑ Monitor competitor's digital footprints to keep current with market trends and best practices
- ❑ Stay on top of the latest developments in digital marketing efforts to identify opportunities and establish best practices

Illustrative

Digital Marketer

	9:00	12:00	17:00
Monday	Daily Stand Up (DSU)	Attend Sprint Planning	Success metric tracking with DDA team Define social media calendar for the week
Tuesday	Daily Stand Up (DSU)	Creative agency meeting	Solo work on UTM parameters and SFDC scoring
Wednesday	Daily Stand Up (DSU)	Stakeholder meeting for deliverable definition	Media agency meeting Team training on Salesforce
Thursday	Daily Stand Up (DSU)	Landing page construction	Analyze digital advertising campaigns Update campaign plan tool
Friday	Daily Stand Up (DSU)	Attend Sprint Demo	Attend Retrospective Check MLR assets for next week to ensure approval

? Common issues you may face

- Campaign targets are not being met with the existing channel and creative mix
- MLR process is causing campaign delays for launch of new channels or assets
- The underlying data is not accurate or unreliable for campaign read outs

Who to engage and how to resolve

- Agencies: Discuss with media agency and creative agency partners how to deliver new/better channels and creative
- Product Owner: Work with the product owner to create more realistic timelines for campaign initiation
- DDA: Work with marketing analytics to correct data ingestion

Legend

- Team Meeting
- Solo Work
- External