

Online Marketing Manager Job Description

Learn about the key requirements, duties, responsibilities, and skills that should be in an online marketing manager job description.



Online marketing managers, also known as digital marketing managers, are responsible for generating brand awareness, implementing online marketing strategies, and generating higher traffic numbers. They coordinate with the sales and marketing team to promote new and existing company products or services.

Online Marketing Manager Job Description

We are looking to hire an experienced online marketing manager to oversee the development and implementation of our company's online marketing strategies. In this role, you will be responsible for discussing marketing strategies with the sales and marketing team, managing the company's social media platform, identifying marketplace trends, and coordinating advertising efforts.

To ensure success as an online marketing manager, you should have in-depth knowledge of digital marketing strategies, excellent project-management skills, and advanced knowledge of social media trends. A top-class online marketing manager drives sales by evaluating current

market trends and creating specialized campaigns for associated target groups.

Online Marketing Manager Responsibilities:

- Meeting with the sales and marketing team to discuss digital marketing strategies.
- Designing and implementing online marketing strategies across all digital platforms.
- Managing the company's social media platform and web advertising.
- Developing social media strategies.
- Identifying the latest trends and technology within the industry.
- Analyzing site traffic including click navigation, shopping patterns, and purchase conversion.
- Assessing the online user experience and developing strategies to increase NPS.
- Maintaining customer communications with weekly reports, news articles, and industry guides.
- Monitoring and maintaining the media budget.
- Preparing and presenting digital marketing reports.

Online Marketing Manager Requirements:

- Bachelor's degree in marketing, communications or related field.
- Previous experience as an online marketing manager.
- In-depth knowledge of digital marketing techniques.
- Experience with social media networking and advertising.
- Knowledge of digital marketing tools, SEO best practices, and brand exposure techniques.
- Excellent communication skills.
- Advanced project-management skills.
- Knowledge of the latest technology and trends within the industry.
- Good interpersonal skills.