

## Job Description: Digital Marketing Manager

The Digital Marketing Manager plays a crucial role in driving revenue and growth through online channels.

**Job Overview:** The Digital Marketing Manager is responsible for leading and managing all aspects of digital sales processes to achieve revenue goals. They will conduct sales consultations with clients to uncover their goals, develop and execute digital sales strategies, create processes for sellers to follow, and collaborate with other departments to ensure the successful implementation of digital sales initiatives.

### Key Responsibilities:

- **Client Relationship Management:** Build and maintain strong relationships with key clients, understand their needs, and provide solutions to drive customer satisfaction and retention.
- **Digital Sales Strategy:** Develop and implement a comprehensive digital sales strategy in alignment with overall business objectives. Continuously analyze market trends and competition to refine the strategy.
- **Team Leadership:** Lead, train, and motivate a team of digital sales professionals to meet or exceed sales targets. Provide coaching, mentoring, and performance evaluations to maximize team effectiveness.
- **Sales Forecasting:** Create sales plans, forecasts, and budgets for the digital sales department. Monitor and report on progress towards goals regularly.
- **Product Knowledge:** Stay up to date with the company's products or services and effectively communicate their value propositions to clients.
- **Lead Generation:** Develop and implement strategies for lead generation, including online advertising, email marketing, SEO/SEM, and social media campaigns.
- **Sales Presentations:** Prepare and deliver compelling sales presentations and proposals to potential clients, demonstrating the value of digital solutions.
- **Sales Analytics:** Monitor and analyze digital sales data and KPIs to identify areas for improvement and implement data-driven strategies for optimization.
- **Collaboration:** Work closely with marketing, product development, and customer support teams to align digital sales efforts with overall business strategies.
- **Stay Updated:** Stay informed about industry trends, emerging technologies, and changes in digital marketing and sales practices to ensure the company remains competitive.

### Qualifications:

- Bachelor's degree in business, marketing, or a related field preferred
- Broad knowledge of marketing and digital marketing services.
- Proven experience in sales, with a track record of meeting or exceeding sales targets preferred.
- Proficiency in Google Analytics, Google Ads, Video Creation, and Display Ad Creation
- Strong leadership and team management skills.
- Excellent communication and negotiation skills.
- Proficiency in digital marketing tools and platforms.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Familiarity with CRM systems and sales software.
- Creative thinking and problem-solving abilities.
- Strong project management skills.

- Results-driven and highly motivated.