

- Getting started with the certificate program
- What are digital marketing and e-commerce?
- Careers in digital marketing and e-commerce
- Video: Launching your digital marketing or e-commerce career

4 min

Video: Agency roles vs. in-house roles

2 min

Reading: Roles and responsibilities in digital marketing and e-commerce

20 min

Video: Zuri - A day in the life of an entry-level digital marketer

3 min

Video: Jebb - A day in the life of an entry-level e-commerce account manager

3 min

Reading: E-commerce, ecommerce, or eCommerce?

20 min

Practice Quiz: Test your knowledge: Careers in digital marketing and e-commerce

5 questions

Discussion Prompt: Reflect on jobs that interest you

10 min
- Review: Introduction to foundations of digital marketing and e-commerce

Roles and responsibilities in digital marketing and e-commerce

In another reading, you were introduced to examples of job responsibilities in digital marketing coordinator and e-commerce analyst roles. This reading summarizes other associate or entry-level roles and responsibilities in digital marketing and e-commerce. At the end of the reading, you'll find advice on how you can potentially progress from a starting role to roles with further growth opportunities.

Associate-level roles in digital marketing

Below are some examples of responsibilities for associate-level roles in digital marketing. These lists aren't comprehensive but are intended to showcase a variety of responsibilities in each role.

- Digital marketing coordinator***
 - Coordinate marketing activities and initiatives
 - Identify target audiences through research
 - Run campaigns
 - Monitor metrics to evaluate trends
- *Also described in another video and reading*
- Marketing associate**
 - Prepare reports on marketing and sales metrics
 - Collect and analyze customer behavior metrics, such as web traffic and search rankings
 - Coordinate with marketing teams to generate digital advertising materials
 - Assist with ongoing marketing campaigns
 - Search Engine Optimization (SEO) specialist**
 - Develop optimization strategies to improve search rankings
 - Implement keywords for SEO
 - Monitor metrics to understand SEO performance
 - Update links for optimization of search rankings
 - Search Engine Marketing (SEM) specialist**
 - Identify customer personas to enable marketing to identified audiences
 - Perform research on keywords for SEO and Pay Per Click (PPC) ads
 - Monitor metrics to optimize paid search performance
 - Identify and monitor key performance indicators (KPIs) for SEM
 - Social media specialist**
 - Develop, implement, and manage a social media marketing strategy
 - Collaborate with sales and marketing teams on social media campaigns
 - Create content to build customer connections and increase brand awareness
 - Monitor metrics in social media campaigns for customer engagement and content optimization insights
 - Email marketing specialist**
 - Create email marketing campaigns to promote products or services
 - Create an archive of emails for lead generation
 - Purge non-deliverable and unsubscribed email addresses
 - Use metrics to monitor the performance of email campaigns

Associate-level roles in e-commerce

Below are some examples of responsibilities for associate-level roles in e-commerce. These lists aren't comprehensive but are intended to showcase a variety of responsibilities in each role.

- E-commerce analyst***
 - Implement e-commerce strategies to support business goals
 - Set e-commerce goals and key performance indicators (KPIs) for key attributes like audience, acquisition, behavior, and conversions
 - Monitor and analyze e-commerce metrics
 - Leverage e-commerce data for operational insights
- *Also described in another reading*
- E-commerce specialist**
 - Develop and run campaigns to increase digital sales as part of an overall digital marketing strategy
 - Optimize paid advertising campaigns using SEO and other tools
 - Manage an online marketing presence, including social media platforms
 - Monitor metrics for spikes in website traffic or sales

Advance to roles that further your growth

Starting an entry-level role in marketing or e-commerce is exciting, but after you gain practical experience and hands-on work using tools in that role, you might be eager to advance your career.

If you're ready for a new role, below are a few possibilities and a sampling of responsibilities for each.

- Digital marketing manager**
 - Plan and execute digital marketing, including SEO/SEM, email, social media, and display advertising campaigns
 - Measure and report performance and return on investment (ROI) for digital marketing
 - Plan, execute, and evaluate A/B tests and experiments
 - Evaluate and improve the end-to-end customer experience across multiple channels and customer touchpoints
- Social media strategist**
 - Manage and oversee social media content
 - Measure the success of social media campaigns
 - Monitor and analyze metrics to recommend effective content optimization solutions
 - Network with industry professionals and influencers using social media
- Account manager**
 - Build and maintain client relationships
 - Ensure the timely and successful delivery of advertising solutions based on customer needs and objectives
 - Clearly communicate the progress of initiatives to internal and external stakeholders
 - Forecast and monitor key account metrics
- E-commerce product manager**
 - Conduct market research
 - Develop a product strategy for an e-commerce business based on analytics
 - Define website and mobile app functionality, and deliver an optimal user experience for both
 - Understand business objectives and coordinate efforts to increase sales

Key takeaways

Career progression is very individualized. Sometimes it can take less than a year to be ready to advance to the next level; often it can take a few years. Here are three signs that you could be ready to progress to the next level.

- You consistently meet or exceed job-related performance goals.
- You're assigned tasks associated with a higher-level role.
- You recently asked for more work while performing your job.

Keep in mind that your career can advance at a speed that is right for you. Always be ready and open to new opportunities by demonstrating a positive attitude and a growth mindset in whatever role you're in!

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