We are seeking a Director of Digital Customer Experience & Marketing reporting to the Executive Director of Global Brand Strategy & Marketing for the Carrier World Headquarters team. This role will lead end-to-end digital marketing strategies and ecosystems to drive positive customer experiences for a full portfolio of leading brands.

The Director, of Digital Customer Experience & Marketing will be responsible for the development and execution of digital marketing strategies for the corporate websites, employing best practices and ensuring relevant and up-to-date content strategy, along with platform enhancements and website compliance requirements.

The ideal candidate has expertise in advanced digital technologies across a globally diverse workforce and demonstrates cutting-edge practices across new channels and platforms. In addition, the ideal candidate is comfortable in a high-performing, fast-paced environment and is adept at multitasking and maintaining a strong commitment to quality.

 Preferred location Palm Beach Gardens, Florida. Remote opportunity is also available.

Key Responsibilities:

* Develop and implement a comprehensive digital marketing strategy and roadmap to increase brand visibility and achieve marketing goals.
* Lead strategy and implementation of the digital experience including, customer journey mapping, content strategy, SEM/SEO strategy, marketing automation, CRM integration, and website testing and launch efforts resulting in enhanced customer experiences.
* Enhance the user experience on the company’s website and digital platforms through optimization and personalization.
* Manage all digital marketing channels (e.g., website, blogs, emails) to ensure brand consistency.
* Set key performance indicators (KPIs) for digital marketing campaigns and measure the success of these initiatives.
* Utilize analytics tools to track campaign performance, interpret data, and make data-driven decisions for optimization. Analyze website performance, collaborate with business units, and leverage insights to optimize lead generation opportunities.
* Oversee the digital marketing budget and ensure ROI on marketing spend.
* Conduct market research and competitive benchmarking to identify digital marketing opportunities and competitiveness.
* Build and maintain relationships with key stakeholders. Work collaboratively with Business teams, Brand, and IT.
* Forge strategic partnerships and relationships with external agencies, vendors, and platform providers to enhance digital marketing efforts.
* Develop a comprehensive Martech strategy and lead the development and standardization of analytical tools, frameworks, and processes.
* Management of world headquarters digital marketing team including website development and management, SEO/SEM, content strategy, and email marketing.
* Lead design, development, launch, and regular updates for corporate-owned websites at Carrier; collaborating with cross-functional partners.
* Lead team in the management of content in the CMS system.
* Lead the Global Digital Marketing Council.
* Lead the team in preparation of standard work on a variety of digital / web topics and developed governance model.

Required Qualifications:

* Bachelor’s Degree
* 12 + years of experience in digital marketing and website management within a complex business environment.
* 5 + years of experience with CMS platforms and website management.
* Travel required: 20%

Preferred Qualifications:

* Bachelor’s Degree or Master’s Degree in communications, Marketing, IT, or other relevant fields.
* The ability to work with urgent deadlines, change priorities, and manage multiple high-priority assignments simultaneously.
* Bias for action and strong team player.
* Must have strong communication skills, project management, organizational skills, and attention to detail.
* Proficiency in all applicable software packages (Microsoft Office, Adobe Creative Suite, Google Analytics), and understanding of web architecture.