Digital AI Marketing Program Manager

Description

Excel Nearshore is seeking a **Digital AI Marketing Program Manage**r to lead complex, cross-functional programs within its Digital Marketing and Digital Commerce domains. This role will be responsible for orchestrating AI-enabled initiatives across Marketing, Digital, and IT teams, ensuring disciplined execution, strong governance, and measurable business outcomes.

Reporting into senior IT leadership and partnering closely with marketing and digital stakeholders, this role will operate as a program-level leader, driving alignment, vendor strategy, and delivery across multiple concurrent initiatives.

This is a fully remote and full-time position from Costa Rica, in payroll with benefits.

Responsibilities

Program Leadership & Governance:

- Own end-to-end program governance, operating models, and execution across multiple AI-enabled digital initiatives.
- Facilitate executive steering committees, progress reviews, and key decision-making forums.
- Provide clear visibility into program status, risks, dependencies, and outcomes

Vendor Strategy & Selection:

- Lead vendor selection efforts including RFP development, evaluation, and recommendations
- Coordinate with procurement, legal, marketing, and IT stakeholders throughout the vendor lifecycle
- Ensure vendors are aligned to our client's digital, marketing, and AI objectives.

Team & Stakeholder Coordination:

- Coordinate work across Marketing, Digital, and IT teams to ensure initiatives progress as planned.
- Influence outcomes and resolve issues without direct people management authority.
- Act as the connective tissue between business strategy and delivery execution.

Program Delivery & Management:

- Apply strong program and project management discipline across scope, budget, risk, and timelines.
- Lead Agile-based delivery across multi-team, multi-workstream environments.
- Track and report on delivery progress, financials, and value realization.

Hiring organization
Excel Nearshore

Employment Type
Full-time

Beginning of employment
ASAP

Duration of employment
Indefinite

Industry
Ecommerce

Job Location
Costa Rica
Remote work from: Costa Rica

Date posted
February 2, 2026

Qualifications

- 7–10+ years of experience in program or project management.
- Prior experience leading initiatives within Digital Marketing and Digital Commerce
- Proven ability to deliver large, complex programs in enterprise settings
- Strong experience leading vendor selection and management (RFPs).
- Ability to operate confidently with senior leaders and executive stakeholders.
- Experience leading Agile delivery across multiple teams.
- Strong communication, facilitation, and influence skills.

Preferred Qualifications

- Experience supporting or enabling AI-driven initiatives within marketing or digital platforms.
- Familiarity with marketing technology ecosystems (CRM, marketing automation, digital commerce platforms).
- Experience working across IT and business teams in matrixed organizations.

Contacts
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