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# Example of Digital Marketing Strategist Job Description

Our company is hiring for a digital marketing strategist. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital marketing strategist

* Develop and execute talent brand & market strategies as needed
* Bachelor’s degree plus 6 years of digital marketing, brand planning, sales, marketing, advertising, journalism, public relations, corporate communications, account management, or corporate project management experience reflecting increasing levels of responsibility
* Experience working in a CPG environment
* Experience effectively presenting information to top management and customers
* Experience completing assignments that are broad in nature, usually requiring originality and ingenuity
* Research and gather best practices regarding SEM, Social and Programmatic to share with regional offices
* Oversee & advise on SEM campaign creation and post-reporting with agency
* Collaborate with marketing department to develop long term marketing initiatives
* Create, manage and report on media performance testing
* Build budget/targeting/creative recommendations based on artist, geo, genre, and platform data for tours/shows/festivals

## Qualifications for digital marketing strategist

* Highly organized, detail-oriented, and able to prioritize effectively
* Passion for project management and scheduling
* Strong ability to identify and apply key customer insights
* Please note that for this role fluent knowledge of French is mandatory
* Bachelor’s degree in marketing, business administration, healthcare administration or related field is required
* A minimum of ten years of experience in marketing development, research for a healthcare or consumer products organization