Downloaded from <https://www.velvetjobs.com/job-descriptions/digital-marketing-strategist>

# Example of Digital Marketing Strategist Job Description

Our innovative and growing company is hiring for a digital marketing strategist. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital marketing strategist

* Serve as the subject matter expert for social media marketing across the Life Insurance Division to advise on opportunities and create/execute strategies
* Collaborate on scaled media buying process improvements
* Oversee & advise on performance display / programmatic campaign creation and post-reporting with agency
* Collaborate on scaled media buying process improvement
* Creating, managing, and helping to execute a rich content/editorial calendar that attracts a qualified audience to our Mobile apps across multiple brands
* Deliver engaging content on a regular basis and inspire team members
* Partner with Design, Copywriting, Marketing and Product teams to tie business strategy to creative concepts ensuring a seamless customer journey
* Collaborate with cross-functional teams on International strategy to understand, support & influence strategy
* Edit, proofread and approve content that is delivered
* Collaborate with Operations, IT and Marketing to execute marketing campaigns

## Qualifications for digital marketing strategist

* Experience with hands-on user acquisition experience through partnerships, viral initiatives, events
* Deep understanding of experimentation techniques
* Comfortable working in an entrepreneurial start-up environment
* Master communicator, strategic executer, and creative thinker
* Digital experience at a public affairs agency, political campaign, public relations firm, advertising agency, interactive/web agency, or consultancy (this can include experience on the creative and/or technical side of digital projects digital freelancing)
* 8+ years of professional experience, demonstrating increasing levels of responsibility, leadership and strategic marketing