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# Example of Digital Marketing Strategist Job Description

Our innovative and growing company is hiring for a digital marketing strategist. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for digital marketing strategist

* Optimize app content leveraging analytics and A/B testing
* Define measurement of success
* Identify content partnership opportunities
* Ensure digital/social communication projects are executed within strict conformance with the company’s compliance, risk, security and other applicable standards and support the development of new standards for evolving channels
* Manage campaign progress via back-end tools
* Master’s degree plus sales, marketing, advertising, journalism, public relations, corporate communications, account management, or corporate project management experience
* Master’s Degree plus 2 years of sales, marketing, advertising, journalism, public relations, corporate communications, account management, or corporate project management experience reflecting increasing levels of responsibility OR Bachelor’s degree plus 4 years of sales, marketing, advertising, journalism, public relations, corporate communications, account management, or corporate project management experience reflecting increasing levels of responsibility
* Design, write, edit, test, and publish moderately complex websites and online systems
* Serve as campaign and marketing lead to understand strategic goals defined by senior leadership and then interpret (where appropriate) into digital initiatives that support business strategic goals
* Assist in the coordination of optimized content syndication through digital channels (pd.com, ES.net, digital partners, blog/articles)

## Qualifications for digital marketing strategist

* Measurement & success impact metrics include (but not limited to)
* 7+ years’ experience in B2B software or high tech marketing or customer marketing
* Successful individuals demonstrate a blend of talents and skills such as very strong diagnostic and analytical skills, exceptional intellectual aptitude and ability, imagination and creativity, and strong interpersonal and communication skills
* Business-user level exposure and understanding of responsive design and web technologies (eg
* 8+ years of experience working in the digital marketing space in a corporate digital marketing role, digital agency or digital consultancy
* Deep experience with Client-facing projects, ideally in consulting, agency or other business-related services