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

# Example of Digital Strategist Job Description

Our growing company is hiring for a digital strategist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for digital strategist

* In partnership with the marketing analytics team, track and monitor performance for digital content projects
* Build trust among the community as a whole
* Design and implement community strategy
* Develop long-term community goals and translate them into day-to-day communications, work plans, and action items
* Identify core users in the community and develop them into content creators, ambassadors, champions, and advocates alongside our community manager
* Provide overall accountability for the community program, including communications, measurement, adoption, adherence to relevant policies, branding, moderation, customization, content strategy, and implementation
* Chair working group meetings and resolve issues as they arise
* Serve as liaison between the community managers/admins/champions and executive steering committee to identify key issues and develop recommendations for decision/approval
* Forge strong partnerships with key executives and stakeholder groups
* Implement a measurement and reporting program consisting of both qualitative and quantitative measurements that help evaluate success based on input from users, user metrics, and community managers

## Qualifications for digital strategist

* Familiarity and proficiency with key digital platforms, including Social Media (Facebook, Twitter, Instagram)
* Experience developing Client-facing digital performance reports and strong interest in analytics
* Recent experience working across multiple digital touchpoints including Social, Display, Mobile, and Search campaigns
* Client relationship management experience (preferred)
* Experience developing plan presentations
* Contribute to the ideation and development of interactive and engaging digital experiences for various target audiences