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# Example of Digital Strategist Job Description

Our growing company is looking for a digital 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 strategist

* Working with his/her co-strategists in product marketing and product management to scale the work through content and product directions
* Be a strong writer, oral presenter, and counselor
* Drive the digital experience across multiple channels
* Build and manage the digital content roadmap for a business unit
* Work with all internal departments (Ad Ops, Brand Experiences, Client Solutions, ) on the development and implementation of integrated client campaigns
* Sustain strong relationships between yourself and all clients - providing timely, constructive responses
* Works on content projects such as building new pages for product launches, campaigns, in a robust content management system
* Edits content for accuracy, voice, readability and comprehensiveness correct grammar, punctuation, spelling, usage, consistency and accuracy
* Leads regional-specific projects such as building new pages for product launches, campaigns, in a robust content management system
* Create digital marketing strategy for organizations or areas of specialization with a focus on digital, social, mobile, and global experiences

## Qualifications for digital strategist

* Strong understanding of multiple sectors (e.g., private, public, non-profit)
* Management and leadership experience required
* Four years relevant experience with digital product management, business case development, cost and risk analysis, and estimation although strong digital skills in a different field may be accepted
* Experience in Process Engineering methodologies and Change Management practices
* Work closely with other teams in cross-functional projects
* 1-3 years of relevant work experience in online media, marketing analysis, preferably with a B2B focus, or product development