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# Example of Digital Strategy Job Description

Our company is growing rapidly and is looking to fill the role of digital strategy. 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 strategy

* Strengthen relationships with vendors of measurement products, and evaluate new tools and products to augment existing capabilities
* Own information gathering across the entire digital organization
* Regularly perform competitive research and analysis to support digital planning off-sites and guide decisions of the leadership team
* Develop productive relationships with cross banner peers to maintain an overall understanding of the company’s vision while aligning on integrated tools and templates
* Partner with cross-functional groups on presentations and develop effective methods to communicate to internal and external audiences
* Help lead collection and design of corporate communications for digital, with a monthly newsletter and the ongoing monitoring of the Sharepoint site
* Participate in key work streams and task forces
* Own the creation of strategic content, coordination across teams, and communication of decisions/deadlines
* Support overall program development by overseeing identified deliverables
* Support the digital leadership team with special projects

## Qualifications for digital strategy

* Demonstrated ability to rapidly produce insights from analysis and communicate effectively with senior management
* University degree in Commerce/Business or highly analytical field
* Partner with Agile teams planning and digital design / development team
* Legal, compliance, information security, distribution risk
* Strong knowledge of website development
* Opportunity to lead, create, and present projects to leadership when identified by the Strategy Manager