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# Example of Digital Strategy Job Description

Our company is growing rapidly and is looking for a digital strategy. 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 strategy

* Track, prioritize, and manage analytics implementation initiatives across multiple Agile SCRUM teams
* Own A+E’s tag management system - Develop and deploy an array of analytic tools in support of key Marketing, Ad Operations, Product, Sales, Research, CRM and UX objectives on both web and mobile app platforms
* Manage the testing, QA, QC and debugging of analytics code
* Evangelize the benefits of data-driven decision-making across the organization, educating key stakeholders about trends in Digital measurement and analytics
* Ensure team projects stay on track and meet business timelines
* Work with the Digital Strategy Directorto appropriately promote and integrate business unit offerings
* In partnership with the agency, focus on testing andoptimization
* In partnership with the agency, map outweb analytics requirements and help support implementation and ongoingmaintenance and changes
* Be the resident subject matter expert onorganic search engine marketing with a deep understanding offset bestpractices
* Maintain the tone/voice across social channels

## Qualifications for digital strategy

* Be able to prioritize competing workstreams, often with quick turnarounds
* Balance a sense o­f urgency with a calm and confident demeanor
* Bachelor's degree required in HCI or design-related discipline
* Proficiency with design tools (Adobe Creative Suites, ) and MS Office
* Ability to create rapid UI prototypes with common modeling tools (Visio, Photoshop)
* Ideal candidate will have strong knowledge of digital strategy AND track record working with Creative to optimize strategy