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# Example of Senior Director, Strategy Job Description

Our growing company is looking for a senior director, 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 senior director, strategy

* Recommend strategies to optimize member engagement, especially in digital and mobile channels
* Provide thought leadership in areas of customer loyalty, retention, acquisition, advocacy and mobile engagement
* Advocate for best-in-class program ideation and enhancements
* Develop business cases to support recommended strategies / innovations
* Stay current in business and consumer environment
* Analyze marketing and research data and propose “way-forward” for client program
* Conduct senior-level executive client updates
* Support and strategically leverage program partnerships
* Develop and lead strategic, tactical and operational initiatives which directly support our expansion plans in existing and new markets
* Working for the Chief Strategy Officer, be a thought-leader and expert on the target markets selected by the executive team

## Qualifications for senior director, strategy

* Work with external parties (investment banks, accountants, legal counsel, actuarial and other consultants) to ensure timely completion of deliverables and drive projects to completion
* 15+ years of experience as second level manager
* Broad industry knowledge covering many verticals with a proven track record
* Travel to customer sites, channel partners, internal meetings and/or events (domestic and/or international)
* 5+ years professional experience in the design, development, and/or project management of web products
* Experienced with SAS sites, usability, SEO, and information design