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# Example of Strategist, Marketing Job Description

Our growing company is searching for experienced candidates for the position of strategist, marketing. 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 strategist, marketing

* The ability to work with customers who may be demanding
* Proven ability to be a self-starter and work in a self-directed manner
* Ability to maximize their area of expertise by leveraging a broad view understanding of how it fits within in the work stream
* SME in the digital space
* Provide consultation on one-to-one communication development, best practices, and optimization efforts for existing clients
* Define personas, use cases, flows to define the features and functionality of the websites, analytics plan
* Collaborate with Content Strategists, Campaign Strategists, Campaign Managers, and Corporate Marketing teams to ensure digital marketing goals, strategies and tactics are aligned and prioritized
* Continuously monitor, measure, analyze and recommend ways to improve digital marketing performance on corporate owned properties, channels and/or campaigns
* Design and leverage A/B testing to ensure design decisions are market and data driven
* Research, develop and negotiate media plans and buys in multiple channels (Display, Remarketing, Social, TV, Cable, Print, Radio) integrating tactics with overall objectives and strategies researching the competitive environment

## Qualifications for strategist, marketing

* Knowledge of the local marketplace and KTLA News, especially as it relates to branding and marketing
* Hands on experience working with a marketing automation suite, such as Eloqua, Marketo, Hubspot or equivalent email platform (Responsys, ExactTarget)
* 5 to 7 years of experience in marketing services or other creative marketing and communications capacity
* Robust knowledge of social media engagement and measurement tools experience developing successful influencer programs in technical B2B environments
* Has 2+ years of hands-on PPC/SEM (AdWords / Google Display Network / adCenter a must
* Bachelor’s Degree in Journalism, Marketing, Business or related field or equivalent work experience required