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# Example of Strategy Director Job Description

Our growing company is looking to fill the role of strategy director. 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 strategy director

* Understand user needs and preferences for workplace communications
* A clear comfort level with using data as a tool for creative inspiration
* Curious, active and brilliant thinking
* The experience in and/or the command of ALL the ways brands connect with people in today’s world – traditional, digital, event
* Constantly reviewing third-party research regarding marketing best practices, consumer trends, and developing reports for clients
* Qualitative, consumer research (ie
* Ensure overall quality of I&P work on all projects and accounts in all disciplines
* A continual source of creative inspiration, you'll work closely with client services, analytics, and creative teams to help integrate all marketing elements, touch points and communication strategies and ensure that these integrated plans support the client’s brand goals
* You must be comfortable working on projects that start with a lack of structure, direction and well-defined goals – and be capable of bringing clarity to assignment objectives, tasks and deliverables so that the agency can meet and exceed client expectations
* Develop frameworks, methodologies and conceptual approaches needed to provide guidance for meeting client marketing objectives

## Qualifications for strategy director

* Must have proven track record with editorial ownership of at least one (ideally more than one) successful site
* Minimum 8 years of editorial experience in interactive media
* Minimum 2 years as a manager of digital editorial projects
* Obsessed with data and its strategic application to creative/editorial
* Proven ability to think creatively and handle multiple projects
* Proven ability to learn and develop in new directions, propose and initiate creative solutions, desire to seek out possibilities and opportunities