



# Example of Digital Advisor Job Description

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Our growing company is hiring for a digital advisor. 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 advisor

- Communication & Interpersonal Skills – Should be very strong in communicating ideas verbally & visually
- Problem Solving Ability – Strong problem solving skills & desire to seek challenge
- Manage technical aspects of key marketing automation systems
- Develops advertising content and media plans for deployment across social and digital channels to drive engagement and advocacy amongs target audience(s)
- Responsible for developing strategic briefs and providing direction to creative agency to shape the content
- Develops social/digital media strategies and implementation, including the use of advanced targeting techniques to drive effectiveness
- Communication - Ability to interpret needs and respond using effective oral and/or written communication skills and proper action to meet member and/or internal customer needs
- Bondable - Must notify Human Resources in writing of conviction involving dishonesty, breach of trust or violation of the Pennsylvania Credit Union Code (17 Pa
- Create and develop all custom presentations
- Provide innovative ideas and concepts to assist in new opportunities

## Qualifications for digital advisor

- Demonstrated flair / penchant and understanding of new-age enterprise IT tools such as social, mobile, analytics and cloud (SMAC)
- Thorough understanding of UX guidelines of various mobile platforms (iOS, Android, Windows 8)
- Relevant experience & fluency in facilitating brainstorming and ideation sessions
- Efficiency in quickly prototyping the design ideas (by utilizing a variety of prototyping tools/ software's)
- Bachelor of Arts/Bachelor of Science, preferably in a technical field such as marketing, finance, or computer science
- Minimum of Bachelor's degree in Communications or related field