



# Example of Digital Consultant Job Description

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Our innovative and growing company is hiring for a digital consultant. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for digital consultant

- Stay apprised of competitor initiatives, industry trends, and emerging platforms and technologies
- Promote improvements in the user experience, sales performance, and proprietary customer knowledge (e.g., cross-sell, upsell, navigation structure, product categorization, defining behavioral segments of customers)
- Monitor and interpret customer behavior, identify and communicate changes in performance, and make actionable recommendations for site and experience improvements
- Identify data requirements—often beyond the standard—to analyze complex problems, situations, and issues
- Perform content audits with gap analysis to develop content that drives results
- Work with copywriters, marketing automation specialist and web developers to improve engagement and effectiveness of website, content, campaigns, and more
- Coordinate Pay-Per-Click (PPC) campaigns with agency partner through all phases of launch and maintenance
- Work cross-functionally with marketing, digital/e-commerce, and customer intelligence teams
- Communicate complex technical concepts to non-technical resources
- Permanent employment contract and a rich benefits package

## Qualifications for digital consultant

- Highly organized yet able to adapt quickly to rapidly evolving business needs
- Ability to manage changing priorities, assess and manage risks or conflict, and drive resolution
- Demonstrates expertise in the Open Text Web Experience Management (WEM) application
- Ability to multi-task and contribute to more than one project at a time in a fast-paced environment
- Initiative-taker and innovator