

Our company is growing rapidly and is hiring for a digital strategist. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for digital strategist

- Review and synthesize multiple sources of data (secondary data, social data, and market data) into actionable insights that connect directly to client business objectives
- Identify, analyze, and synthesize large quantities of consumer-generated social media chatter into key findings or insights appropriate for our stakeholders
- Conduct analysis and build findings presentations for a broad range of project types, including short-term research requests and long-term strategy exploration and development and recurrent reporting initiatives (such as weekly, monthly or quarterly reporting)
- Create and aligns report, dashboards and routines with stakeholder teams that visually represent KPIs and inform the stakeholders about potential areas of successes / failures
- Work with stakeholders to define KPIs for success and track against them and implement measurement programs to address client KPIs
- Contribute to the creation of Assets and Frameworks and the automation of services
- As the ambassador of online Job Exploration, you will develop and execute a shopping-like job search and apply experience that attracts, engages, and influences the ideal candidates to apply to the appropriate positions
- Develop a seamless experience that includes targeted search, intuitive applications, dynamic and personalized content delivery, and relevant analytics to make data-driven decisions to constantly optimize and improve

- Help identify target audiences and develop pages that engage, inform, and influence
- Monitor and analyze performance indicators to drive continuous landing page optimization that enhances the candidate experience and user funnels

Qualifications for digital strategist

- Tagging and tracking standards – evolving as necessary
- At least 3 years experience in digital marketing campaigns such as Paid Media, banner ads
- A minimum of 6 years of digital marketing experience in an agency or corporate environment, including experience with interactive media and direct response communications is required
- Experience with Agile methodology and digital project management
- Minimum of 3-5 years of marketing, communications, or community management experience
- Demonstrated knowledge of major community platforms or social business software