



## Example of Director, Strategy Job Description

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

- Developing digital strategy, across Paid, Owned and Earned platforms on both a long term and ad hoc basis for a range of high profile brands
- Driving the integration of digital specialisms into the planning team
- Developing client digital knowledge, understanding and ultimately sharing digital within the communications mix
- Injecting ideas, innovation and leading industry developments into planning assignments
- Identifying new digital opportunities and capabilities to develop our digital service provisions
- Monitoring and recommending improvements to the entire digital process
- Ensuring people are adopting the best in class tools, techniques, systems to deliver digital processes
- Serving as a key advisor, identify and direct enterprise-wide strategy projects, and oversee execution of related deliverables for our TMT Strategy vertical, concentrating in the High Tech market in Northern California
- Collaborative leader – distributed leadership and collaboration, engaging with people of all levels and the ability to lead
- Provide day-to-day strategic leadership on Acura

### Qualifications for director, strategy

- Excellent oral and written communications skills, excellent presentation skills

- Advanced degree in Marketing, Computer Science, Human Computer Interaction or related field of study preferred
- Leadership experience with larger technical teams
- Understand of content strategy, analytics, media, and SEO required
- Understanding of how to grow current business organically