



# Example of Strategist Digital Job Description

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Our growing company is hiring for a strategist digital. 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 strategist digital

- Work closely with product, technology and the newsroom to define product features and capabilities
- Guide the definition of user behavior goals and craft elegant solutions to meet those goals
- Create technology schemas and/or other artifacts necessary to communicate logical and functional design and interfaces, user flows and information architecture
- Consult to, and collaborate with, various projects and teams on usability and interaction design problems
- Be an enthusiastic and empathetic user advocate and a champion of excellence in our product experiences
- Interpreting and acting on key digital trends that would have application to our events, media channels, projects
- Manage the day-to-day creative and digital aspects alongside agency partners to deliver digital campaigns across display, search, content, social, eDM and mobile platforms
- Deliver consistent and timely reporting to monitor the performance of digital campaigns, analysis of results, providing recommendations for improvement
- Define and execute content and engagement strategy for social media channels
- Collaborate with marketers on digital content projects and actively participate in project briefings

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- Excellent project management, verbal and written communications skills required
  - Must be able to communicate clearly and effectively across multiple divisions/groups
  - Must be able and willing to take initiative and to problem solve as appropriate within the scope of responsibilities in this position
  - Proficiency in Microsoft Office applications (Word, PowerPoint, Outlook) required
  - Advanced Excel aptitude
  - At least 2-3 years recent Digital planning experience (or related educational/project work)