



Example of Strategist Digital Job Description

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Our innovative and growing company is searching for experienced candidates for the position of strategist digital. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for strategist digital

- Oversees digital planners and digital producers in ensuring the right content mix for each digital platform
- Stays abreast of the latest trends in branding, media and technology
- Educates new and existing stakeholders about digital marketing capabilities and pitches digital strategies and ideas to them to accomplish their marketing objectives
- Support implementation of a new Drupal-based content management system and migrate Raytheon's public-facing properties
- Ensure standards are met on all current and proposed pages
- Lead efforts to incorporate content for international visitors
- Serve as main liaison between corporate communications, IT and page designers
- Evolve website design guides as needed, and ensure compliance
- Review website pages regularly for traffic, ease of use, accessibility and errors
- Manage website performance metrics and reporting

Qualifications for strategist digital

- Compile client-facing reports on digital experience performance with optimization recommendations
- Optimized inbound engine for a large enterprise, and understands digital production and search requirements

increasing value in Google assist in broken link clean-up on the site

- Should be able to run reports and identify trends in Coremetrics (standard or Explore) and RIOseo Marketing Action Platform have an intermediate understanding of white hat SEO and link building
- At least 6 years experience in advanced analytics – SAS, Predictive analytics, modeling
- Collaborating with team-mates specialized in Unica 9.1 to ensure Digital Analytics supports marketing automation sales automation / context for sellers