



# Example of Strategist Digital Job Description

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Our company is looking for a strategist digital. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for strategist digital

- Collaborate with multidisciplinary teams (e.g., account management, client development, delivery, creative, user experience and technology) to define client strategies
- Create tactical actions and lead content creation efforts
- Maintain active partnership with sales, delivery and strategy leads to discover and cultivate new opportunities
- Ensure that digital and new media strategies are implemented with stringent quality standards
- Provide coaching and career guidance to junior team members
- Building and executing paid media campaigns
- Measuring and reporting performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs)
- Identifying trends and insights, and optimizing spend and performance based on the insights
- Work with various business partners to drive and support the adoption of My HR as a primary delivery channel for HR information and services
- Work as part of a User Experience team to lead the content strategy area of our delivery

## Qualifications for strategist digital

- Also requires an understanding of the Company's digital products and as it relates to customers, prospects, and key trends

- Responsibilities include identifying priority digital touch points, including mapping of content required for each touch point
- Designing the digital journey across content, assets and tactics, including paid media, SEO, SEM, on domain and off domain activities
- Keyword identification, analysis and recommendations for paid search, content & web properties
- Understand keywords used by them most often