



Example of Strategist Digital Job Description

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Our company is growing rapidly and is looking to fill the role of strategist digital. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for strategist digital

- Bring a solid understanding of design, user experience, writing and technology to the strategy function
- In collaboration with portfolio marketing, build and manage the digital roadmap for a business unit
- Align impactful types of content at specific points of the customer journey
- Bring a solid understanding of SEO and SEO optimization and its relationship to digital strategy
- Solution Planning – Defining, scoping and planning new solutions for clients
- Delivering Strategic Solutions – Working with clients and the core agency team to help deliver, measure and optimize the solutions we propose
- The DSS works with account executives on developing proposals, going on sales calls and developing investment opportunities, while being the main customer point of contact
- Proactively monitors and manages campaigns to make appropriate adjustments to improve performance and ongoing optimization for all digital accounts
- Communicates results and proof of performance to customers in tandem with account executives at a minimum of once per month
- Works with Digital Client Services Manager to ensure deadlines are met and client performance is delivered as promised

Qualifications for strategist digital

- Thorough knowledge of policies, practices and content management/search systems
- Define and prioritize features and experiences for technology prototypes that can be the seed of innovative products that we expect to bring to market, directly or via partners
- Service as a thought partner
- Further monetize assets and reduce costs by removing redundancy and streamlining assets
- 4+ years of related digital communications experience
- Demonstrates ability to operate independently