



Example of Strategist, Marketing Job Description

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Our growing company is searching for experienced candidates for the position of strategist, marketing. 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, marketing

- Create free resources like ebooks, interactive content experiences, quizzes, ., that drive qualified leads
- Conduct keyword research to find SEO long-tail and short-tail keyword opportunities to capture and increase share of voice and awareness of Global Freshman Academy
- Build a content success reporting dashboard using an enterprise tool like Brightedge
- Work with the Demand Generation team to help create and execute email nurture strategies and other inbound marketing campaigns
- Collaborate with Product Marketing to create sales-enablement collateral to empower the business development and sales teams
- Work within a Drupal CMS to publish new content to web environments
- Responsible for final oversight of marketing content ensuring compliance with project description specifications, editing grammar and punctuation, writing style, content accuracy and department requirements
- Edits or rewrites existing content
- Working knowledge of and streamlining programs
- Manage product backlogs, and IT solutions for activating and optimizing technologies in support of agency sales and servicing applications

Qualifications for strategist, marketing

- Good project management skills, including the ability to multi-task effectively
- Ability to manage changing priorities and deadlines, while maintaining flexibility
- Ability to work with creative agencies to create compelling social media posts and blogs viewed by candidate pools
- BA/BS or four (4) plus years equivalent work experience in developing content