

JOB DESCRIPTION: DIGITAL STRATEGIST

A-Train Marketing Communications, June 6, 2022

LOCATION: this is a 100% remote position; A-Train Marketing is located in Fort Collins, Denver, Colorado Springs, and Pueblo, Colorado. and applicants should reside in or already be planning to relocate within the front range of Colorado

REPORTS TO: CEO / COO

POSITION SUMMARY:

The Digital Strategist oversees the day-to-day management of the agency's digital offerings. This person provides the vision for the company's digital efforts, defines products and services, and keeps a pulse on the industry to ensure we are a leading edge/early adopter of new trends and products. The Strategist stays up to date on digital marketing trends, updates, and news. The Strategist will proactively, and continually, research new products, services, processes, and improvements to enhance our digital department.

The Strategist will manage overall digital strategies, digital campaigns, digital advertisements, social media management campaigns, reputation management campaigns, voicemail/text campaigns, and all associated reporting. The Strategist will also manage the SEO Specialist and any additional contractors. The Strategist will also provide sales support by providing proposal assistance, meeting assistance, etc.

STATUS AND SALARY:

Full time salaried employee. Salary base determined with regards to experience and education. Salary range \$58,000 - \$64,000, plus bi-annual bonuses, and highly competitive benefits.

RESPONSIBILITIES:

Digital strategy:

Drives the agency's digital strategies for clients and the agency, bringing extensive knowledge of a wide array of digital channels and applying this knowledge to create innovative multi-channel digital campaigns.

- Creates innovative digital strategies that identify appropriate channels given the client's audience(s), goals, and competitive landscape
- Creates a budget for each channel to fit into the overall client budget (multiple levels often appropriate)
- Establishes key metrics/analytics we'll watch, what we'll target, and what is success
- Documents and delivers the strategy in a way that instills understanding and excitement by account managers and clients

Digital service delivery:



Ensures the agency is delivering the best possible results in the execution of all digital campaigns and strategies, working to execute the various aspects of the strategy.

- Knows and manages third party software/vendors to execute all channels of our digital strategies
- Works to utilize specific strategies and budgets for each client project and delivers full value and results, empowering us to delight the client
- Manages SEO team members and ensures service offerings are aligned with market needs and client goals

Analytics oversight:

Supervises the performance of all digital campaigns and ensures they are meeting client objectives and providing client value; (may utilize outside providers and/or software to achieve this).

- Leads in the analysis of all analytics, identifying/ implementing areas for campaign optimization and improvement
- Identifies, implements, and manages any software solutions we need to coordinate different efforts and pull all analytics together, with an eye towards efficiency and using the fewest tools possible
- Coordinates all data sets and report explanations to create an understandable monthly report to clients

Sales support:

Supports account managers, content strategist, and the business development team in identifying digital marketing opportunities, developing strategies, and pitching digital initiatives to both existing clients and prospects.

- Supports new business development efforts to incorporate digital strategies and appropriate budgets into proposals
- Proactively works with account management team to explore and identify new opportunities for existing clients
- Attends client and/or prospect meetings to help "sell" digital strategies/services/campaigns as needed

Miscellaneous

- Assists with ongoing staff training regarding current trends, industry news, and digital offerings.
- Educates and inspires account managers and other agency strategists about digital best practices and emerging trends, and partners with account managers to provide proactive client management around digital initiatives and expectations. Assists with client presentations and communications as needed.
- Manages gross vs. net billings and balances gross income, compensation for services, software and other direct costs, and internal overhead costs to create a highly profitable division of the agency.
- Participates in agency events as needed and serves as a representative of the agency when attending industry functions, etc.

REQUIRED QUALIFICATIONS, SKILLS, AND EXPERIENCE:

Must be super fun, outgoing and possess the following qualities:

- Exceptional interpersonal skills

- Articulate communication skills (verbal and written)
- Exceptional project and task management, follow-through and follow-up skills and experience – demonstrated ability to manage many projects and tasks simultaneously
- Self-starter and learner with initiative to take on new projects and strategies outside of comfort zone
- Diplomatic and tactful problem solver
- Proficient in all advertising and analytics platforms of all primary social media and online advertising systems such as: Google, Facebook, Instagram, LinkedIn, OTT etc.
- Google Analytics and Google Advertising certificates: Advance Google Analytics, Advanced Google Ads, Data Studio, Google Tag Manager, etc.
- MS Office, word processing, spreadsheets, email, and electronic file organization skills required.
- Preferred:
 - 4 - 6 years agency experience in progressively challenging digital management and strategy roles
 - Bachelor's degree preferred - fields: marketing, digital technologies, or relevant field
 - Business development/ sales experience

ADDITIONAL INFORMATION:

Work environment:

This is a fully remote position. Candidate will be responsible for providing their work environment, including basic desk/chair/work area setup. Travel to client locations may be required on occasion. Adequate transportation required (car) and ability to be mobile, traveling to appointments, events, training, etc. as needed.

Physical demands:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. The vision requirements include the ability to adjust focus and close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

A-Train is an Equal Opportunity Employer (EOE) and complies with employment laws as determined by the State of Colorado.