



## **DIGITAL STRATEGIST or Purple Squirrel role**

### **THE CHALLENGE**

Working with our team to solve complex business, brand, marketing, and technology problems and get a clear and detailed understanding of what the challenges are from a business point-of-view. Design and implement insight-driven multi-channel digital campaigns and strategies for capturing the right audience with the right message at the right time.

### **DETAILS**

- Analyze & research the existing digital assets, products, services, current strategies and business needs in order to identify key business challenges and opportunities;
- Plans and executes inbound content marketing campaign in support of business strategy;
- Outlines and implements digital marketing strategies using all necessary tools (e.g. website, emails, social media and blogs);
- Derives actionable insight from analytics tools to constantly test and optimize content;
- Report upon the impact of the strategy and make recommendations for further improvements;
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends.

### **ABOUT YOU**

- Bachelor's Degree in Marketing, Business, Communications or other related field preferred or equivalent work experience may be considered;
- 2+ years experience in digital marketing;
- Excellent command of English (written and spoken);
- Storytelling - Able to bring an idea to life on a white board;
- Strategy - Great understanding of traditional and digital marketing, on how to build strategies and knowledge of how businesses work;
- Copywriting - A good amount of creativity, analytical thinking, great communication skills and a genuine love of digital. A great sense of humor never hurts either.

### **NICE TO HAVE**

- Certifications in Google Analytics, Google AdWords, Hubspot Inbound Marketing;
- Proficiency with digital and analytical tools (Google Analytics, Google AdWords, Ad Serving, etc).