



Digital Strategist

Department: Marketing
Location: Appleton, WI
Reports to: Marketing Manager

Exemption status: Exempt
Direct Reports: None

Purpose

Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All-In!

AIA is looking for a Digital Strategist to join the Marketing Department. In this role, you will aid in identifying and mapping the most impactful digital content for each stage of the customer journey. You will collaborate with internal stakeholders from other areas of digital marketing, product/solution marketing, demand generation, and brand to attract site traffic and convert traffic to leads for Business Development and AIA Corporation.

The Digital Strategist will help to develop and implement digital strategies to enhance brand awareness, drive website traffic, generate demand, and accelerate conversions to achieve business goals. You will use analytics tools to measure KPIs and provide insights to optimize campaigns and content across digital channels (including multiple web properties, SEO, display, social media, and web personalization).

Responsibilities

- Utilize strong project management skills and high attention to detail to follow a set timeline, keep projects on track and ensure all elements are in place to launch a campaign
- Distribute, manage, analyze, and optimize content for target audiences across digital channels
- Identify KPIs, set targets, continuously monitor and measure digital strategy effectiveness, and regularly deliver analysis and insights to key stakeholders
- Collaborate closely with colleagues at all levels of the organization to develop compelling digital content and experiences, and use performance metrics to drive learnings and future optimizations
- Assist in writing and optimizing copy to ensure consistent product and solution messaging across channels
- Support internal social media teams by understanding best practices and coordinating these across channels

Required Job Skills

- Collaboration and project management skills are paramount
- Strong problem-solving and analytical skills; must be comfortable working with data to drive optimizations
- Exemplary writing and editing skills
- Exceptional communication and interpersonal skills
- Familiarity with SEO/SEM strategies
- Social media and design-savvy with various platforms and outlets a plus
- Adaptability in order to thrive in the ever-changing digital space and fast-paced, dynamic technology industry
- Passion for all things digital marketing

Qualifications

The role requires an individual who has demonstrated proficiency with the following; self-motivated, detail-oriented, ability to handle multiple projects, ability to lead by influence, ability to problem solve and bring resolution.

Qualifications may include:

- Demonstrated knowledge of traditional and digital marketing strategies
- Current on digital marketing best practices

- Excellent written and verbal communication skills and team building/cross-functional collaboration skills
- Experience with social media content development and curation are a must

Education/Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or Advertising required
- Minimum of 3-5 years of experience developing, editing, and managing content
- Promotional Product Industry Experience preferred
- Platform experience with marketing automation, social media scheduling including but not limited to Pardot, Hubspot, Sprout Social, Canva
- Social Media experience: Facebook, LinkedIn, Pinterest, Instagram, YouTube, TikTok
- Design/Photo experience is a plus

Knowledge/Skills/Abilities/Competencies

- Ability to multitask and react quickly to market changes
- Outstanding organizational and analytical skills
- Experienced with developing and implementing SEO and content strategies
- Solid understanding of current digital marketing tactics and functionality

Success Measurements

Success is >80% utilization of AIA Experience marketing programs, metrics will demonstrate a positive ROI for AIA owners and AIA and our owners view AIA as an expert in digital marketing.

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.

Approved by:

Date Approved:

Date Reviewed:
