

Digital Marketing Strategist

JOB DESCRIPTION

FLSA Status: ---

Location: NC

Reports to: Director of Digital Marketing

Directly Supervises: ---

Indirectly Supervises: Digital Marketing Freelancers

New Position: ---; **Revised:** 07/2026

General Summary of the Position

We are looking for a versatile Digital Marketing Strategist who can contribute across SEO and answer engine optimization (AEO), content, paid media, email, social media, analytics, and website initiatives. This person will work within multidisciplinary client teams alongside account, design, development, and other specialists to turn business goals into effective digital marketing programs.

The ideal candidate has strong digital marketing fundamentals, particular strength in SEO, emerging AI-driven search, and content optimization, and the ability to write and edit clear marketing copy when needed. This role requires someone who can move comfortably between strategy and execution, learn unfamiliar industries quickly, and independently advance work without needing detailed direction at every step.

Candidates are not expected to be the deepest technical specialist in every digital discipline. They should have enough working knowledge across channels to make sound recommendations, execute common assignments, collaborate effectively with specialists, and recognize when deeper expertise is required.

Essential Functions

The responsibilities below are representative of the role and may vary by client, project, and business need.

- Develop and execute integrated digital marketing strategies across SEO/AEO, content, paid media, email, social media, analytics, and website initiatives.
- Serve as a core digital marketing resource within assigned client teams, collaborating with account, design, development, and content team members.
- Conduct audience, search, competitor, and performance research to identify opportunities and recommend priorities.
- Optimize website and campaign content for search visibility, AI-driven discovery, audience engagement, and conversion.
- Write and edit effective copy for websites, landing pages, emails, ads, social media, and other digital marketing materials.
- Use generative AI tools to support research and content development while ensuring accuracy,

originality, brand alignment, and strong editorial quality.

- Lead or support the planning, implementation, monitoring, and optimization of digital campaigns across appropriate channels.
- Analyze marketing performance and translate findings into clear recommendations, reports, and next steps.
- Coordinate with specialists when projects require deeper design, development, technical, media, or long-form content expertise.
- Stay current on changes in digital marketing, search, AI, analytics, and platform capabilities, and recommend relevant applications for clients.

Contacts

Frequent contact with management, vendors, team members, and customers.

Knowledge, Skills & Abilities

- High level of self-sufficiency, curiosity, judgement, and follow-through.
- Ability to learn unfamiliar industries, audiences, products, and technical subject matter quickly.
- Strong writing, editing, verbal communication, and presentation skills.
- Ability to balance search visibility, audience usefulness, brand voice, and conversion goals.
- Ability to distinguish meaningful opportunities from low-value marketing activity.
- Strong analytical and problem-solving skills, with the ability to turn data into action.
- Strong organization, project management, attention to detail, and ability to manage multiple priorities with limited supervision.
- Comfortable receiving feedback, explaining the reasoning behind recommendations, and adjusting work when priorities change.

Education/Experience/Licensing

Required Qualifications

- Bachelor's degree in marketing, communications, or a related field, or equivalent relevant experience.
- 3-5 years of hands-on digital marketing experience across multiple channels, preferably in an agency or multi-client environment.
- Strong working knowledge of SEO, content optimization, website performance, and digital analytics.
- Demonstrated knowledge of AEO, AI-driven search, and the changing search landscape, supported by active learning or practical application.
- Hands-on experience in at least two or three additional areas, such as paid search, paid social, email marketing, analytics, organic social, content marketing, or conversion optimization.
- Strong writing and editing skills across short- and medium-form marketing content.
- Experience using generative AI responsibly as part of research, writing, analysis, or marketing workflows.
- Experience with Google Analytics 4, Google Search Console, and common digital marketing platforms.
- Ability to analyze performance and communicate clear, prioritized recommendations.
- Ability to manage multiple clients, deadlines, and assignments with limited supervision.

Preferred Qualifications

- Agency experience, particularly within a team or integrated-service model.
- Experience in B2B, healthcare, life sciences, industrial, professional services, or other complex

industries.

- Experience with Semrush, Ahrefs, Moz, or a comparable SEO platform.
- Experience with Google Ads, Meta Ads, LinkedIn Ads, or other paid media platforms.
- Experience with email and marketing automation platforms.
- Familiarity with content management systems, HTML fundamentals, structured data, schema, and technical SEO.
- Experience developing client-facing recommendations and presenting results.

Writing Expectations

This is not a dedicated copywriting position, but strong writing and editing skills are essential. The Digital Marketing Strategist should be able to independently develop effective copy for common digital marketing needs, including web pages, landing pages, emails, advertisements, social posts, and content outlines. Longer-form or highly specialized assignments may be completed with dedicated writing resources.

What Success Looks Like

Within the first six months, the successful candidate will be able to independently assess client needs, research opportunities, develop actionable recommendations, execute common digital marketing assignments, and clearly explain the rationale behind their work. They will demonstrate sound editorial judgment when using AI, contribute confidently within client teams, and become a dependable resource for both internal teams and clients.

Physical Requirements

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; requires repetitive movement. Requires contact with others (face to face, telephone or otherwise).

Working Conditions

Work is frequently performed inside an office building. Level of noise is usually quiet in work environment.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

Employee Signature

Date

Supervisor Signature

Date

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.