

Digital Strategist

The Role:

We're looking for a creative and analytical Digital Strategist to join our team. As a Digital Strategist, you will be responsible for developing and implementing comprehensive digital strategies to drive online presence, engagement, and conversions for our clients as well as drive growth for Tenacity Commerce's own client base. You'll work closely with cross-functional teams to ensure strategies are aligned with business goals and deliver measurable results.

Key Responsibilities:

- Develop and execute innovative digital marketing strategies to enhance brand visibility, engagement, and conversion rates.
- Conduct market research and competitive analysis to identify digital trends and insights.
- Experience leveraging resources such as Canva, Go High Level, Marketo, Google Ads, Hubspot etc.. to design and deliver high-performing digital campaigns, ensuring optimal use of tools for maximum effectiveness and efficiency.
- Analyze digital campaign performance, identify areas for improvement, and implement changes to optimize results.
- Manage SEO/SEM strategies to increase organic and paid search visibility.
- Oversee social media strategy, including content planning, scheduling, and analytics.

- Provide strategic guidance on website design and user experience to improve engagement and conversions.
- Stay up-to-date with the latest digital technologies and marketing trends, continuously exploring new tools and platforms to enhance our digital strategy.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or relevant work experience.
- 3+ years of experience in digital marketing or strategy, preferably in an agency setting.
- Strong understanding of digital marketing channels and strategies, including SEO, SEM, social media, content marketing, and email marketing.
- Proficient in analytics tools (e.g., Google Analytics, SEMrush) and experience in data analysis to drive strategic decisions.
- Excellent communication and collaboration skills, with the ability to work effectively in a team environment.
- Creative thinker with strong problem-solving skills and attention to detail.

What We Offer:

- Generous hourly rate.
- Flexible, remote working hours. This opportunity is best suited for an individual looking to take on flexible part time work and has the time to do so.
- Opportunities for professional growth and development.
- Access to the latest tools and technologies in digital marketing.

Tenacity Commerce is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

