



Dunham+Company

DIGITAL STRATEGIST JOB DESCRIPTION

PURPOSE

We are seeking a Digital Strategist who is passionate about leveraging digital marketing for non-profits. The successful candidate will assist in the strategic direction of assigned accounts to meet fundraising and marketing goals.

RESPONSIBILITIES

- Oversee strategic direction of digital marketing strategies for assigned accounts
- Collaborate with offline marketing team members to ensure campaigns are multi-channel
- Provide mentorship for digital account coordinators
- Develop campaign strategies based on performance metrics
- Build and maintain strong relationships with key client contacts

QUALIFICATIONS

- Previous involvement in successful social, advertising, email, website, and texting campaigns
- Positive, collaborative, inclusive, and flexible team member
- Easily able to clearly and confidently communicate strategic vision
- Resourceful and organized self-starter who can manage multiple priorities in a fast-paced environment

EXPERIENCE

- Proficient in analyzing and interpreting online A/B experiments
- Experience in online tracking tools (Google Analytics, Google Tag Manager, Facebook Analytics, etc.)
- Experience in HTML, CSS, and JavaScript is a plus
- BS in Marketing, Communications, or relevant field
- Minimum of 3 years of marketing experience

REPORTS TO

Chief Digital Strategist

To apply, please send your resume to hr@dunhamandcompany.com.