



Digital Strategist

Permanent, full-time

June 15, 2018

Digital Strategist

What is the position?

The person in this exciting role works collaboratively with our internal team to design and deliver digital strategies for our clients that help achieve their business objectives. The digital strategist is responsible for connecting research and strategy on digital mediums, and working to connect and engage the market with our clients' brands. The role requires an innovator, a writer, and a progressive thinker who can connect digital interactions to all other aspects of our clients' businesses and drive future growth opportunities.

The successful candidate will bring a proven ability to support the following areas:



DIGITAL STRATEGY

- Develop effective approaches to build upon current client strategies within the digital arena to achieve client objectives;
- Analyze data to help build digital strategies and recommend solutions to boost digital presence and online engagement;
- Build digital marketing strategies using all necessary tools (e.g., website, emails, social media, blogs, etc.);
- Manage Incite's digital strategy and curate our thought leadership through an integrated approach across LinkedIn, Twitter, and other relevant platforms to drive engagement and generate new leads;
- Help clients engage/interact with online conversations;
- Stay up-to-date with developments in digital media and technology.



DIGITAL CONTENT

- Develop high-level content strategies for both clients and Incite;
- Build content editorial calendars and recommend formats/mediums/styles to use;
- Write digital content, including blogs, whitepapers, social posts, etc., that align with overall client strategy;
- Lead the development of Incite's thought leadership content.



GENERAL

- Attend meetings and events to understand client needs;
- Execute high-quality projects that are on time and cost-effective/on budget;
- Liaise with strategy, design, and writing teams to optimize customer experience and ensure brand consistency;
- Provide feedback/review to team.

What does an ideal candidate “look like”?

In addition to displaying excellence in the role outlined above,
the successful candidate must be

smart

and would also accept

keen, creative, tech-savvy, innovative, or trend-setting

The fine print:

- Proven work experience as a digital strategist or digital marketing manager
- Solid knowledge of web and social analytics tools and practices
- Hands-on experience with online marketing tools and practices
- Excellent verbal and written communication skills
- Strong analytical and strategic thinking
- Significant expertise in social media, content creation, and digital marketing
- Background in journalism and/or PR a bonus

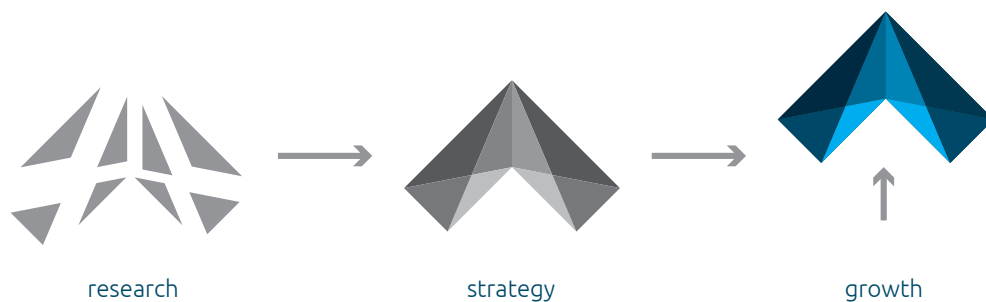
Who is Incite?

Incite is a strategy firm specializing in growth, brand, and communications. We help organizations make informed decisions, and we provide the strategic roadmap to move forward with clarity and confidence. Our clients partner with Incite to access our strategic expertise, business networks, and relationship-driven philosophy for growth.

From market expansion and brand development, to supporting post-merger integration and building internal engagement, Incite's strategic approach helps clients to better understand their market, clearly articulate value, align organizational resources, and connect with key stakeholders to achieve success.

Our full-time team consists of professionals with expertise in areas of strategy, marketing, branding, and creative. It's an inspiring, energetic, and engaging group that is focused on building and maintaining Incite as an outstanding place to achieve greatness.

Aligning research and strategy to propel growth



What are Incite's significant achievements?



- 2016 Edmonton Event Award for Best Conference
- 2016 International Association of Business Communicators Award of Excellence for Community Relations Communication Management
- 2016 International Association of Business Communicators Award of Merit for Marketing, Advertising & Brand Communication
- 2014 Winner of Alberta's Best Workplace Overall - Alberta Venture
- 2013 Winner of IABC's Capital Award – Marketing and Advertising Campaigns (PCL)
- 2012 Winner of Alberta's Best Workplace for Millennials and Finalist for Best Workplace Overall - Alberta Venture
- 2012 ACE Award – Identity System (YESS)
- 2012 ACE Award – Not for Profit Non Traditional (YESS)
- 2012 ACE Award of Distinction – Brochure (ACE)
- 2011 ACE Award – Best in Show (Warner)
- 2011 ACE Award – Public Service TV/Video (Warner)
- 2011 Expansion to new offices on Saskatchewan Drive
- 2010 ACE Award – Video Production (iClarify)
- 2009 Winner of Avenue Magazine's Top 40 Under 40 Award
- 2008 Winner of BDC's Young Entrepreneur Award
- 2008 Named in Profit Magazine as Canada's "Next 100" fastest growing companies
- 2008 Named One of Alberta Venture's Fast 50 Growth Champions
- 2007 Winner of 3 Provincial SAM Awards for Communications
- 2007 Profiled in U of A's New Trail Alumni Magazine
- 2005 Alberta's Top 40 Cool Companies Award
- 2005 Employee of the Year Profiled in Alberta Venture Magazine
- 2005 Employee Named to Edmontonians' Sizzling 20 Under 30
- 2004 Profiled in Canada's Marketing Magazine
- 2004 Chamber of Commerce Small Business Owners of the Year Award
- 2003 Expanded Client Base in Western Canada
- 2002 Acquisition of design firm: Dream on Design Company
- 2000 Expansion into new offices in downtown Edmonton
- 1999 Established in Edmonton, Alberta



Start by compiling the following package of materials:

- Cover letter, specifically outlining why you are a good fit for Incite, including your interest in the Digital Strategist role, and your strengths and weaknesses as they relate to the above job description;
- Resumé, highlighting relevant experience and specific skills;

Send your work to:

Darren Tonn
Partner & Creative Director
T: (780) 423-5552 ext. 304
E: darren@incitestrategy.ca

See our website for detailed information on Incite:
incitestrategy.ca