



## Digital Strategist

Website Design, Development, and Marketing Services – Roanoke, Virginia

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### Position Overview

LeadPoint Digital is looking for a Digital Strategist with a high aptitude for website user experience and digital marketing to join our team. The Digital Strategist will work directly with directors, clients, website design & development, and digital marketing teams.

### Responsibilities

#### Departmental Responsibilities

- Develop client relationships, maintain, and retain clients by leading the digital marketing team to meet or exceed the program goals.
- Continuously assist digital marketing team in analyzing, strategizing, and identify tactics.
- Continuously evolve your knowledge of online user behavior, digital marketing, and your clients.
- Manage digital marketing schedule and production for your programs and projects.
- Manage and update processes and procedures aligned with your day-to-day activities.
- Coaching/Training your team about clients, audience, and marketing tactics.

#### Digital Marketing Responsibilities

- Main point-of-contact on key accounts which includes inbound and outbound communication.
- Lead strategist for your accounts.
- Assist in creation and maintenance of program definitions (marketing plan) for your clients.
- Assist in development of project definitions for each project.
- Digital marketing production support.
- Strategize with digital marketing team on social media content.
- Strategize with digital marketing team on content writing and publishing.
- Strategize with digital marketing team to perform keyword research and selection.
- Strategize with digital marketing team on SEO.
- Strategize with digital marketing team on SEM programs via keyword research, selection, and ad writing.
- Additional responsibilities as the candidate's skillset allows.

### Qualifications and Skills

#### Required:

- Bachelor's Degree
- Familiarity with user experience, consumer behavior, and b2b/b2c audiences.
- 3+ years of agency experience and client management experience
- Strong problem solving, organizational, prioritization skills.
- Highly detail-oriented.
- Collaborative team member.
- Systematic and process-oriented.
- High social confidence and a great communicator.



## Benefits & Compensation

- Health Insurance
  - \$300 Paid by LeadPoint for Employee per month
  - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
  - Dental Insurance
  - Vision Insurance
  - \$10,000 Term Life Insurance
  - Short-Term Disability Insurance
  - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$55,000-\$60,000 annual salary

**Total Compensation (Salary + Benefits):** \$62,000 - \$68,000 annually

## Why you want to work for LeadPoint Digital

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA. Work hard; play hard.