

## Digital Strategist

### Company Description

At C|O we change thinking and drive sales by connecting people, passion and food. We're a full-service marketing and communications agency making a difference across the food system—seeds in the ground to entrée on a plate. As a Digital Strategist you will help solve problems for dynamic clients ranging from scrappy start-ups to global brands that you and your neighbors already know. At C|O we value ideas, collaboration and results. Our culture is positive, flexible and dog friendly. And since we are a 100% employee-owned ESOP, every staff member truly shares in our success.

### Position Description

The Digital Strategist will help agency teams plan, develop and implement strategic digital programs that support increased exposure, engagement and dialogue with target audience groups. The position requires an ability to handle a fast-paced work day with tasks changing as client and agency needs evolve.

The ideal candidate has a strong business and marketing focus for developing multi-channel programs spanning web, mobile and social media, and executing initiatives based on insights, content planning, channel development and measurement/optimization. This person will support client e-commerce efforts.

The candidate will have a deep understanding of marketing automation, digital/social trends, best practices and platforms relevant to a broad range of diverse and niche industries, categories and audiences. The candidate should have experience developing engagement programs—from strategy through execution—including social listening, website development, content development/syndication, SEO and reporting. We are looking for someone who has a keen eye on the rapidly-evolving future of communications and an understanding of the impact of machine learning.

### What Makes This a Great Opportunity?

- You will be challenged and have an opportunity to grow at a mission-focused agency that is a strategic marketing and communications consultant for leading brands spanning food and agriculture
- Corporate culture of positive core values used to guide interaction with clients and each other
- Continuous learning environment valuing ideas, collaboration and results
- Casual, friendly work environment with flexible work options
- Dogs every day—employees can bring their dogs to work with them any day of the week

### Essential Responsibilities

- Develop and execute digital strategies by conducting audits, gathering research and insights, developing recommendations, and establishing monitoring, optimization and reporting.
- Understand client businesses to incorporate leading edge digital optimization based on their respective platforms and level of sophistication.
- Create and manage all marketing automation efforts for clients and agency.

- Be part of a cross-functional content team to plan and develop appropriate content for omni-channel deployment.
- Establish metrics and build dashboards for regular reporting and optimization.
- Work collaboratively with coworkers and clients to educate and train on digital best practices.

**Experience Needed:**

- 3+ years of digital strategy/execution experience
- Strong background in marketing automation and digital strategy
- Agency experience desired
- Experience with leveraging digital analytics tools
- Knowledge of digital marketing current best practices and understanding of digital production practices
- Strong written and verbal communications skills
- Ability to work well independently and within a team structure
- Detail-oriented

**Education Requirements:**

- BA or BS with focus on communication: Advertising/Marketing