



**JOB TITLE: DIGITAL STRATEGIST**

**DEPARTMENT: STRATEGIC SERVICES**

**WHO WE ARE:**

Integral is a leading analytical and strategic consulting firm serving the nonprofit community. We are a dynamic, innovative, entrepreneurial, client-focused consulting team and we are seeking local candidates with the same qualities in addition to a good sense of humor to work in our Washington, DC office.

Interested applicants may send a cover letter and resume to [jobs@integral-dc.com](mailto:jobs@integral-dc.com).

**ESSENTIAL FUNCTIONS OF THIS JOB:**

The Digital Strategist is a key member of our Strategic Services team providing strategic insights and recommendations to help our clients reach their digital investment targets and grow their programs. This is an excellent opportunity for a self-starter who is looking to be at the leading edge of digital when it comes to fundraising, data analysis, and data management. The role will focus on, but not be limited to:

- Analyzing investments and providing strategic guidance when and where needed to meet client goals.
- Assessing client KPIs and ensuring maximum ROI of digital channels.
- Advising clients on industry best practices and emerging digital strategies
- Keeping up to date with digital media trends and innovations.
- Crafting actionable, revenue generating strategies that are supported with data findings and are results driven.
- Collaborating with the Data and Analytics team and senior staff to develop innovative strategies and service offerings.
- Making sound decisions based on analysis, experience and judgment.
- Developing presentations and presenting findings to clients, outlining key opportunities and challenges.

**KNOWLEDGE/SKILLS:**

- Ability to work with complex datasets, identify trends, effectively communicate strategy and opportunities both internally and directly with clients.
- Deep understanding of digital marketing fundamentals including SEM, SEO, display, retargeting, social media (paid and organic) and email marketing.
- Experience with digital media buying and analyzing results.
- A/B and multivariate testing experience.
- Knowledge and experience with Google Analytics – especially tracking campaign performance, establishing targets, and understanding how to help clients optimize GA.
- Self-starter who is not afraid to take initiative in refining and developing internal processes designed to improve efficiency and/or to help manage internal resources more effectively.
- Ability to coordinate projects with many variables, set realistic deadlines, and manage a timeline.
- Attention to detail and adhere to quality control standards.