



## Classification Description

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**Job Title:** Digital Strategist II

**Pay Grade:** 114

**Job Code:** 4794

**FLSA Status:** Exempt

### **Job Purpose**

The Digital Strategist II serves as a strategic marketing and communications advisor for multiple departments, programs, campuses, or institutional initiatives. This position is responsible for the independent development, implementation, and optimization of integrated marketing and communications strategies that support institutional priorities.

This role exercises independent judgment and discretion on matters of significance, including campaign strategy, messaging frameworks, channel selection, and audience engagement approaches. The Digital Strategist II partners with internal stakeholders to identify objectives, recommend strategic solutions, and drive measurable outcomes that support enrollment, retention, and brand positioning. This position also contributes to cross-functional initiatives and provides guidance on marketing best practices.

### **General Responsibilities**

#### **Essential Functions**

Serves as a strategic marketing advisor to assigned departments, campuses, or institutional initiatives.

Develops and implements integrated marketing and communication strategies across multiple channels.

Leads complex marketing initiatives from concept through evaluation, determining strategic approach, timelines, and deliverables.

Advises stakeholders on messaging, positioning, and audience engagement strategies to improve visibility and effectiveness.

Evaluates and selects appropriate communication channels and tactics to achieve desired outcomes.

Analyzes performance data across campaigns and initiatives; interprets results and implement data-informed optimizations.

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Ensures alignment with institutional brand standards while adapting strategies to meet the needs of target audiences and programs.

Manages multiple high-priority projects simultaneously, balancing competing demands and deadlines.

Collaborates across divisions to align messaging and marketing efforts with institutional priorities.

Provides guidance to team members and stakeholders on marketing strategy, communication planning, and content effectiveness.

Identifies and implements opportunities to improve marketing processes, campaign performance, and digital engagement strategies.

**The Digital Strategist II may be assigned responsibility for strategy and oversight in one (1) or more of the following areas:**

**Graphic Design, Creative Direction & Design Oversight** – Provides strategic direction for the development of branded marketing materials across print and digital platforms; ensures alignment with campaign objectives, audience strategy, and institutional brand standards.

**Digital Marketing Strategy** – Develops and manages multi-channel campaigns supporting institutional and departmental goals.

**Social Media Strategy & Management** – Oversees channel strategy, content planning, audience engagement, and performance optimization.

**Communication Strategy** – Develops and implements targeted communication plans for internal and external audiences.

**Content Strategy & Story Development** – Identifies and leads the development of strategic content aligned with institutional priorities.

**Multimedia Strategy** – Directs the use of visual and multimedia content to support campaign goals and enhance engagement.

**Brand Strategy & Governance** – Applies and interprets brand standards across diverse initiatives; provides guidance to stakeholders.

**Performance Analytics & Optimization** – Analyzes campaign performance, identifies trends, and implements strategic adjustments to improve outcomes.

Performs other duties as assigned.

These essential job functions are not to be construed as a complete statement of all duties performed; employees will be required to perform other job-related duties as required. An employee with a disability is encouraged to contact the Human Resources Office to evaluate the job in greater detail in order to determine if she/he can perform the essential functions of this job with or without reasonable accommodation.

**Knowledge, Skills and Abilities**

**Minimum Qualifications**

Bachelor's degree in marketing, communications, digital media, public relations, or a related field.

Three (3) years of professional experience in marketing, communications, or digital strategy.

Demonstrated experience developing and implementing integrated marketing strategies.

Strong analytical, written, and verbal communication skills.

Proven ability to exercise independent judgment, manage competing priorities, and influence outcomes across multiple stakeholders.

Demonstrated ability to:

- Think critically and creatively, have a high standard of integrity, and be motivated to incorporate best practices into the organizational culture.
- Exhibit a thorough knowledge of policies, procedures, and outside regulations pertaining to the position.
- Make presentations in front of various group sizes.
- Take initiative and independently plan, organize, coordinate, and perform work in various situations where numerous and diverse demands are involved.
- Anticipate, investigate, and analyze problems and address them proactively.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with faculty, staff, students, and the public.
- Work in a fast-paced, demanding environment.
- Work independently and follow through on assignments.
- Exhibit solid organizational skills and be detail oriented.
- Work with a variety of constituencies and be willing to contribute to a team effort.
- Exercise discretion and good judgment at all times and in all contexts and maintain confidentiality.
- Work effectively with all constituencies of the College.
- Collect, organize, analyze and present information in a meaningful manner.
- Collaborate and be effective working with diverse populations.

**Critical Skills/Expertise**

All employees are expected to:

- Promote a common purpose consistent with stated College goals and demonstrate a commitment to students and the learning environment.
- Possess the knowledge of general written standards and procedures utilized, and have the ability to read, interpret, and follow procedural and policy manual related to the job tasks.
- Demonstrate the ability to respond to supervision, guidance, and direction in a positive, receptive manner and in accordance with stated policies.
- Provide quality customer service by creating a welcoming and supportive environment.
- Present a professional image in word, action, and attire.

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- Demonstrate professionalism in dealing with a diverse population while understanding and respecting each other's view of the world, personalities, and working styles.
- Conduct oneself in a manner consistent with the College's standards of ethical conduct.
- Apply effective techniques to create working relationships with others to achieve common goals; successfully communicates and collaborates with others to achieve goals.
- Demonstrate skills necessary to look at situations and processes critically to make recommendations for improvement.

### **Work Conditions/Physical Demands/Special Conditions**

Physical: Routinely requires the ability to see, hear, and speak. Routinely requires sitting, bending, stooping, walking. On occasion, incumbents may be required to lift 20 or more pounds.

Environmental: Normal general office.

Mental: Routinely requires the ability to interpret, analyze, and perform critical thinking skills.

Approved: April 22, 2026.