

Welcome to the agency where ideas and projects breathe fresh air. We are 85 creative & account management staff and have been providing communication solutions for national and international brands since 1988. Our main agency has a countryside character (in the heart of the Hasselt-Maastricht-Liège triangle) but is fully connected to the world.

Over the last few years, Strategie has strengthened its expertise via an agency in Brussels and we have established a flourishing office in Paris. In order to continue servicing our great clients at the highest of standards, Strategie Agency is looking for talents.

Be our **Senior Digital Strategist***

The Senior Digital Strategist will

1. Develop state-of-the-art digital marketing strategies for our Agency's clients to meet/exceed business goals, taking into account global marketing strategy and all digital aspects.
2. Keep up-to-date Agency's clients' digital projects and proactively propose improvements when necessary.
3. Be the reference in digital strategy internally and externally, training teams and proactively developing and sharing best practices and new opportunities.

He/she will report directly to the Executive Director Strategic Advice.

YOU CAN MAKE THE DIFFERENCE

1) Develop state-of-the art digital marketing strategies for our agency's clients

- Take briefings with/from the accounting team or the client demonstrating a deep understanding of the context, the issues, the expectations and the available resources.
- Deep dive into the client's DNA, market and audience.
- Design digital marketing strategies to meet/exceed clients' business goals, taking into account global marketing strategy and all digital aspects.: brand positioning, objectives, KPI's, media strategy, audience, touchpoints, customer's journey, relevant insights, main message, test & learn process, data management, timeline, etc.
- Structure and present recommendations to clients.
- Challenge & feed the Creative team concerning digital innovations.
- Stay in touch with digital projects evolution and key metrics to proactively suggest improvements where needed.
- Get informed about the new marketing, communication & digital trends.

2) Digital Transformation accelerator

- Evangelize internally and externally about digital marketing organizing specific training sessions.
- Regularly share best practices in digital marketing with the accounting teams.
- Deploy a digital culture into the agency regarding the technology, the creativity and the measurement.

BECAUSE YOU ARE ONE OF THE BEST

- Min 5 years of demonstrable experience in digital marketing: media, analytics, social media, influencers, gamification strategies, content, consumer journeys and experience optimization, SEO/SEM strategies...
- Master degree in Marketing, Communication or relevant field.
- Ability to identify opportunities for growth and incremental opportunities for our clients.
- Familiarity with web design, HTML, and UX.
- Superior communication skills, both internal and client-facing, written and oral.
- Ability to problem solve under pressure and a focus on deadlines.
- Ability to work effectively with a variety of internal teams and business groups, including Creative, Media and Technical Delivery Specialists.
- Dutch and English are required, French would be highly appreciated.

WE WILL REWARD YOUR TALENT

- A market conform salary package, extra-legal advantages and Bonus.
- Very diversified job content in a young and dynamic team.
- Future career opportunities within other departments or the Group.
- Great working environment with legendary afterwork parties...

ARE YOU READY FOR THE CHALLENGE?

Get in touch with jobs@strategie.agency

www.strategie.agency

*Based in Hermée.