

Digital Strategist

Brllnt is a women-owned marketing and design studio based in the NoMa/Union Market neighborhood of Washington, DC. We believe in the power of strategic storytelling and impactful design to shine light on the brilliant work of our clients and expand their reach.

Benefits

- Salary, determined by experience and fit
- Health, Dental, and Vision Insurance covered up to 80%
- Flexible PTO
- 401K after 6 months

Reports To

Marketing Director

The Role

As an integral member of the Brllnt team, you will conceptualize, write, and manage integrated marketing and communication strategies for Brllnt and its clients. You will work closely with both marketing and design teams to conceptualize and execute strategic campaigns.

Day-to-day tasks include: building and pitching strategic briefs; conducting market research to understand audiences and stay up-to-date on trends; performing comp set analysis; writing effective and converting copy for social, web, email, and print to support those strategies; and advising clients on industry best practices and emerging strategies.

You must demonstrate an ability to translate client issues and objectives into executable strategies across paid and organic channels - and see them through from start to finish.

Requirements

This is a mid-level position for someone with agency experience.

- At least 3 - 5 years experience with both paid and organic marketing campaigns, including:
 - SEO
 - AdWords
 - LinkedIn
 - Twitter
 - Facebook/Instagram
 - Email
 - Out-of-home
 - Print media
- Experience collaborating with teams using a project management software (preferably Teamwork, but Asana, Trello, Basecamp, etc. also relevant)
- **Strategy:** Proven experience building and executing project plans to achieve business and communications goals
- **Analysis:** Strong campaign performance reporting and analytics skills; Familiarity with Google Analytics and social media channel analytics and listening tools
- **Writing:** Strong copywriting skills for strategy briefs, email, web, social, SEO, paid media, and print
- **Presentation:** Experience researching, analyzing, and presenting data, trends, insights and client feedback to build, inform, and support creative directions
- **Persuasive Communication:** Must know how to organize information and use storytelling skills to effectively communicate concepts and approaches to multiple stakeholders

Bonus Skills

- Experience building email funnels and campaigns on MailChimp, Constant Contact, etc.
- Experience with website management platforms including Wordpress, Drupal, Instapage, and/or Hubspot

Responsibilities

- **Research, Analysis, and Discovery**
 - Gather, analyze, and present data, trends, insights and client feedback to inform the creation of paid (social, out of home, print, etc.) and organic (social,

- web, email, print, etc.) strategies
- Research and analyze clients' brand, voice, goals, competitors, market, current marketing efforts, capacity, audience, etc. to support and inform creative strategies and recommendations
- Organize and conduct client pitching and discovery meetings
- Facilitate internal and client brainstorm sessions
- Attend client and account team meetings, presents findings, gather information for projects
- **Paid and Organic Campaign Strategy Development**
 - Create ideas and tactics for communications strategies, including content calendars, best practices, and analysis
 - Author paid and organic social media content, including cross-channel copy, hashtags, and ideas for accompanying images/media
 - Aggregate results and prepare weekly summary and key learnings
 - Prepare/present campaign reporting including evolution of all KPIs like media spent, engagement, and granular analysis
- **Campaign + Client Management**
 - Develop campaign and marketing strategy and work with marketing and design teams to manage execution
 - Use storytelling to effectively communicate the team's vision and thoughtful approach
 - Prepare presentations for meetings
 - Identify the campaign variables that can be optimized and execute optimization
 - Educate, inform, and advise clients on the strategy and results, and communicate any changes to the strategy as needed
- **Overall Marketing and Communications Support**
 - Stay up-to-date on key opportunities for clients and Brillnt, including relevant conferences, publications, events, etc.
 - Maintain a pulse on political and cultural climates, seeking opportunities for Brillnt and our clients to engage in relevant conversations
 - Be the Brillnt beacon for innovation through testing, recording, analyzing, optimizing, and teaching emerging trends and tools
 - Maintain clear, effective, and open communication with clients and Brillnt team members to embody a culture of trust and transparency
 - Support and grow the position as needed to accommodate marketing and communication needs for ultimate success

Our Culture

We believe that true creativity is an outpouring of the soul, making it essential for each member of the Brillnt team to bring their whole self to work each day. Our culture encourages, equips, and challenges team members to have the balance they need to create truly brilliant work. We value our differences, call out our challenges, and celebrate our improvement. We don't expect perfection, we expect brilliance.

You'll Love It Here If:

- You understand how to manage yourself and teammates within a fast-paced, open environment. You're organized, focused, and communicative.
- You are curious and open to new ideas. You are constantly reading, listening, and watching the world around you for inspiration and guidance.
- You seek out answers to problems and aren't hesitant to roll up your sleeves and dig for them when needed.
- You're committed to creating work that's f*cking brilliant.

Apply

Submit your resume, a cover letter, salary requirements, performance metrics for one (1) previously managed organic campaigns and metrics for two (2) previously managed paid campaigns, and three (3) writing samples to careers@brllnt.co or via our job site at www.bibrllnt.co. Preferred writing samples include blog posts; social media samples from a campaign/initiative/or on behalf of an organization/club/brand; Anything that best shows off your creative writing chops!