



White Hat, a full-service advertising agency in Austin TX, is looking for a Digital Media Strategist. White Hat is an inspiring group of professionals dedicated to being the good guys in marketing. We give good advice, provide thoughtful leadership and care about a client's business as much as our own. White Hat is in Downtown East Austin.

We are looking for a proven Digital Media Strategist who has experience planning, buying, and optimizing online marketing campaigns on digital platforms such as Facebook, Instagram, Twitter and AdWords (search, display, video). We want a go-getter with an entrepreneurial spirit who can leverage the available resources to strategize and plan digital campaigns for new and existing agency clients.

WHAT YOU'LL DO

Strategy, Execution and Management

- Work on a team to strategize, develop and optimize comprehensive paid digital campaigns
- Maintain digital media plans, schedules, budgets and reporting for multiple clients
- Research, gather, and analyze data and results
- Understanding of brand strategy and ability to write strategic marketing briefs and persuasive POV's
- Create and develop social content strategy, for evergreen efforts and specific-focus campaigns for multiple clients from concept to completion
- Execute digital and social/community content planning and development of assets across social platforms with a focus on storytelling, sensational content, and video; collaborate closely with the Creative, Accounts and Digital team to ensure alignment with the brand look and feel of the client
- Manage briefings/relationships with digital community brand partners and vendors for all programs

Analysis, Measurement and Effectiveness

- Partner with cross-functional teams to standardize KPIs, and re-evaluate or audit for new metrics when needed; provide learnings to share insights
- Track and monitor KPIs in "real time" to adjust or pivot digital strategies, tactics and content development as needed; synthesize analytics to inspire new ideas
- Monitor any and all available competitive data to analyze competitors' effectiveness, in order to stay ahead of the industry

Consumer Advocacy of Excellence

- Serve as brand's key digital strategist and subject matter expert; stay relentlessly up-to-date on emerging and future trends, both within and outside of the industry, to identify or grow business opportunities
- Understand and advocate early adoption of relevant new platforms and technologies, consistently bringing them to the cross-functional team for brainstorming or execution to further business objectives

WHAT YOU'LL NEED

- At least three years of direct digital and social media experience with a proven track record
- Strong research, writing and editing skills, as well as the ability to interact with clients and coworkers professionally
- Results-driven with the ability to analyze data and deduce implications for digital, social and engagement strategies and make recommendations for any changes
- Ability to transfer analyzed data to reports for client follow up.
- Highly motivated problem-solver and a self-starter; capable of working independently, yet collaboratively, within a fast-paced environment
- Extensive familiarity with Google AdWords, Analytics, Social Media Marketing and PPC strategies. (Google AdWords certified a plus).

WHAT YOU'LL GET

- A team to be on that allows for a creative, collaborative and fun environment.
- A competitive benefits package including medical, dental, vision, 401k and paid time off.
- Ability to grow the digital and social division of the agency and your position within
- Work in a cool hip open-space environment in Downtown East Austin

INTERESTED IN JOINING THE TEAM

- Send your cover letter and resume to: employment@wearewhitehat.com

White Hat was founded in 2002 and as the good guys, White Hat vigilantly protects our clients' brands by doing what's right creatively and financially. There is no shortage of good creative in this world. But creative backed by strong business acumen empowers us to be your trusted marketing partner with the integrity to lead – that's the White Hat Way. wearewhitehat.com