

**Job Title: Senior Digital Strategist**

**Location:** Canada. Remote or Hybrid, based on location. Eastern or Atlantic time zones preferred.

**Overview:**

We are seeking a highly experienced and strategic Senior Digital Strategist to join our growing team, a leading digital media agency specializing in healthcare and pharmaceutical marketing. The perfect candidate has grown up digital and will have expertise across several digital channels, including SEM, programmatic advertising, and social media, with a deep understanding of the unique challenges and opportunities in the healthcare and pharma sectors. This ideal person will have a strong understanding of the interactive and digital realm – specifically, a strong understanding of HCPs and patient target audiences and how they interact and engage with digital content. This role requires a strategic thinker who can collaborate effectively with clients and partner agencies to drive innovative, data-driven campaigns that achieve business goals.

**Key Responsibilities:**

- **Digital Strategy Development & Execution:**  
Lead the strategic direction of digital campaigns across multiple platforms, including SEM, programmatic, and social media. Partner with external creative agencies to ensure digital tactics align with overall marketing strategies and client goals.
- **Client Relationship Management:**  
Act as a primary point of contact for key clients, providing strategic insights, campaign recommendations, and regular updates. Cultivate strong relationships to build trust and ensure ongoing client satisfaction.
- **Campaign Analytics & Performance Optimization:**  
Oversee the tracking, measurement, and reporting of campaign performance. Analyze data to identify trends, provide actionable insights, and identify innovative optimization strategies to meet and exceed client KPI targets and expectations.
- **Project & Resource Management:**  
Manage the day-to-day execution of client accounts, ensuring campaigns are delivered on time, within scope, and on budget. Collaborate with internal teams and external partners to allocate resources efficiently, guide project timelines and ensure smooth project workflow.
- **Cross-Functional Collaboration:**  
Work closely with internal teams to integrate digital strategy into broader marketing

initiatives. Coordinate with external creative agencies to ensure digital ads, content, and assets align with the overall campaign strategy.

- **Client Reporting & Presentations:**

Create insightful and data-driven reports and presentations for clients, translating complex performance data into clear, actionable insights. Present findings in a compelling way that supports decision-making and highlights the value of digital marketing efforts.

- **Industry Expertise & Thought Leadership:**

Stay current on digital marketing trends, particularly within the healthcare and pharmaceutical industries. Share insights with clients and internal teams to drive innovation and continuously improve strategies.

### **Key Requirements:**

- **Experience:**

5+ years of experience in digital media strategy, with a focus on SEM, programmatic, and social media. Experience working in healthcare or pharmaceutical marketing is highly preferred but not required.

- **Skills:**

- Experience with a full range of digital tools and services and how they're used (Campaign Manager, DV 360, StackAdapt, Google Ads, Google Analytics, Sprout Social, Facebook Business Manager, TikTok, LinkedIn, Pinterest, – these and a few more)
- Strong understanding of campaign measurement, performance metrics, and optimization strategies
- Proficient in analytics tools such as Google Analytics, Google Tag Manager, and other reporting platforms
- Excellent communication skills, with the ability to distill complex data into actionable insights for clients
- Strong project management and organizational skills, with the ability to oversee multiple accounts and ensure smooth execution
- Familiarity with US industry regulations (e.g., HIPAA, FDA guidelines) alongside Canadian healthcare marketing regulations and compliance requirements is highly preferred

- **Education:**

Bachelor's degree in Marketing, Communications, Business, or a related field as well as relevant certifications (e.g., Google Ads, Programmatic Platforms, Meta etc.).

### **Ok, those were all skill-based. Here's a bit more about the type of person we're looking for:**

- You're proactive
- You can work independently but you're ultimately a team player
- You're resourceful and able to execute
- You're solution-oriented, even and especially, when under pressure
- You're organized with high attention to detail

- You're hungry, humble, honest, happy, smart, and driven to create something new

**What We Offer:**

- A dynamic, collaborative work environment with opportunities to work on high-impact campaigns in the healthcare and pharma industries
- Competitive salary and benefits package, with performance-based bonuses
- Opportunities for professional growth and skill development
- A supportive team culture focused on innovation and results