

Leaders

INTERNATIONAL

Executive Search

the right people



OPPORTUNITY PROFILE

DIGITAL STRATEGIST

THE ORGANIZATION

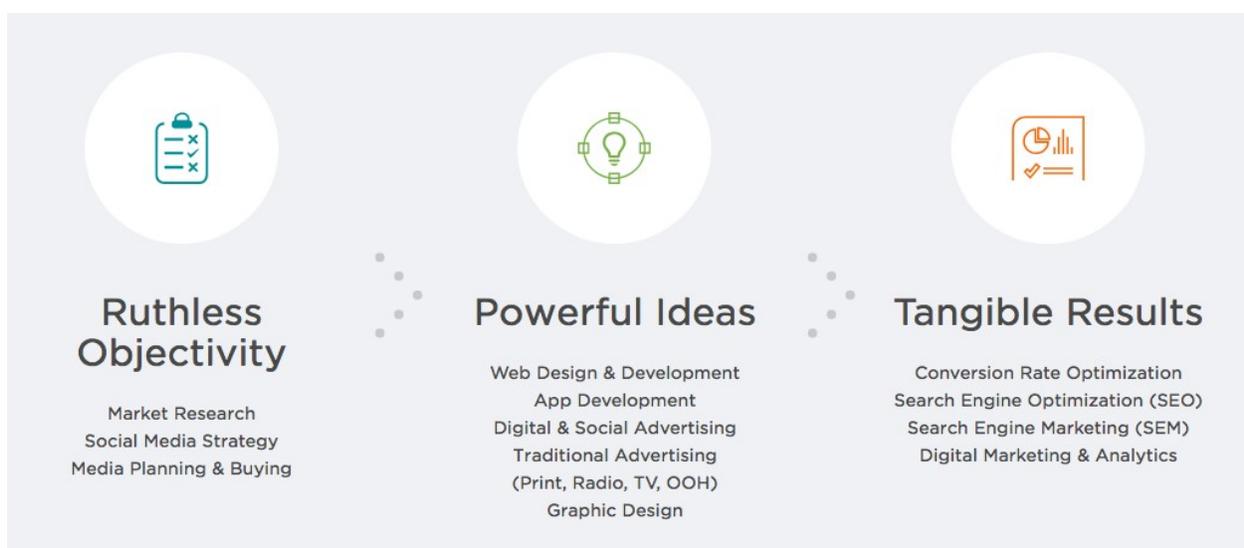
Trigger provides clients with strategic marketing & communication expertise via a full-service offering built around the things that matter most. Trigger's business falls into 2 major categories:

MARKETING COMMUNICATIONS

partners with brands to break new ground through strategic and innovative thinking

FINANCIAL COMMUNICATIONS

combines financial expertise with technology to take care of clients' regulatory reporting needs.



Trigger Culture

Trigger offers a challenging, rewarding and fun work environment where strategists, creative thinkers, and craftspeople work with cutting-edge technologies and collaborate with some of the brightest people in the industry to provide insight and valued results to their clients. A performance-driven culture, Trigger is looking for passionate, motivated and talented individuals to help exceed clients' expectations and provide an unparalleled customer experience. Trigger fosters a culture where hard work achieves exceptional results and success together: <https://trgr.ca/>

Why Work at Trigger?

- Build something great as a part of a fast-paced, strategic and creative team
- Flexible hours and casual work environment
- Training budget + competitive compensation and benefits package
- Beer Whistle Fridays to celebrate weekly successes with the team

THE OPPORTUNITY

- Develop plans that connect brands to the online user/consumer through digital products and campaigns.
- Apply an emphasis on synthesizing business objectives, digital consumer needs, market opportunities, competitive factors and core requirements into a compelling narrative and a prioritized plan of action.
- Work in partnership with Account Managers and clients to understand the client's needs and contribute expertise in the digital space to the Account Plan for each client.
- In carrying out that Account Plan, partner with Trigger's Creative and Production (development) teams to plan and execute successful digital brand experiences, working to define, measure and communicate the outcomes of those initiatives.
- Work in partnership with Account Managers and clients to understand the client's respective needs and contribute expertise in the digital space to the Account Plan for each client.
- Lead discovery sessions to deeply understand current user/customer experience today, perform research with users/customers to understand more and work cross-functionally to define the future state.
- Research and analyze data to distill customer trends, acting as a consultant and stakeholder to the holistic customer experience; advise on prioritization, design and measurement of key outcomes.
- Work with account and project leads to monitor and react to progress, status and deadlines of initiatives across multiple functions.
- Analyze team processes and continuously make recommendations for improvement.

- Work closely with the leadership team to plan and execute strategic initiatives.
- Set and communicate goals, action plans, and key metrics for business functions.
- Create standardized playbooks and interventions for each point in the customer journey.
- Develop key benchmarks and measures of success for customer experience.

THE PERSON

A successful Digital Strategist will possess a mature level of technical web platform understanding and be able to demonstrate competency in the following areas:

- measurable impact and understanding of the value of analytical reporting
- ability to communicate value to clients and be able to back it up with data
- demonstrate how to calculate ROI and TCO through closed loop reporting
- understand campaign management and click tracking
- demonstrate a solid understanding for web project lifecycle in order to guide the team and the clients toward successful digital strategies informed by a thorough understanding of the following lifecycle stages: Discovery, Design, Development, Quality Control, UAT and Deployment
- strong technical fluency and an understanding of complex technical concepts related to a broad range of digital "things" like: SEO, CMS, API, Web Service, REST, SOAP, Single Sign On, SSL, Hosting, and error codes
- Strong client facing experience - able to win the client's trust and be a credible partner.
- experienced with PPC campaigns
- familiarity with SEM/SEO planning and execution
- able to analyze and report on data

- 6+ years in strategy role, ideally with a strong B2B slant
- Prior experience at a digital agency creating and implementing customer experiences based on data-driven insights
- Experience running service design or design thinking workshops
- Track record of creating and successfully implementing innovative client strategies (brand experience, CX/UX/AX strategy, business-need defined technology) in a fast-paced environment
- Experience leading multiple work streams within a complex, technology-driven environment
- Prior experience developing and rolling out UX experiences and/or client programs
- Previous experience leading a successful customer experience team in a growth-oriented environment
- Strong interpersonal and communication skills (verbal, written, and presentation skills)

KEY COMPETENCIES

- **Personal Accountability** – Demonstrates self-confidence, flexibility, initiative and perseverance. Able to work in a team and contribute in a value-added way to objectives. Strong personal motivation and high standards. Holds him/herself accountable, exhibits a strong desire to produce quality work.
- **Time Management** - Extremely effective time manager, manages multiple priorities at one time. Intrinsic motivation to achieve results and demonstrate initiative. Organized, disciplined, willing and able to work within tight deadlines.
- **Interpersonal Skills** – Exceptional communication skills, relates well to people, builds rapport. Open and candid, effective and persuasive with coworkers, customers, industry contacts. Able to speak about technology with non-technical people. Able to communicate effectively at all levels of the organization.

COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

PLEASE CONTACT:

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