

## Entry Level Digital Strategist

Fast-paced digital design and development firm Reusser Design, is seeking an energetic and highly organized person to join our small but mighty team as a digital strategist.

In this position, you will be working closely with our digital marketing clients, as well as assisting our lead digital strategist to accomplish goals and drive digital success for clients. As a digital strategist, you will work in all facets of digital media from advertising and social media management, to email marketing, to copywriting for various websites, to SEO optimization, and anything in between.

In addition to working on digital marketing projects, this person will also maintain a project management role for small web projects at Reusser Design. This will involve managing the entire project lifecycle from onboarding to completion.

The right person should have excellent communication and writing skills, think through problems strategically, and find excitement in results-based work.

### About the Work

- You must be able to learn quickly and juggle multiple projects with moving deadlines.
- Proving return on investment and value to clients is a significant part of this role, so strong research, reporting, and analytical skills are a must.
- Must be able to accurately represent multiple clients on various social media platforms and do so in a professional manner—especially if you are managing the social account and actively posting on behalf of the client.
- Assist in development of creative campaigns and projects related to both Reusser Design's internal brand, as well as digital marketing clients.
- Maintain a database of content and consolidate marketing assets.
- Copywriting will take place in many forms—email marketing, press releases, website content, social media updates, and much more. Strong writing skills are essential to this position and will be utilized frequently.
- Perform social media and website audits and provide detailed reporting with recommendations on improvements.
- When managing small web projects, you will need to create project plans, milestones, status reports, and other documentation relevant to project completion. Additionally, this person will communicate deadlines and project information effectively to all members of project teams through collaborative online tools (like Teamwork), as well as email.
- The Digital Strategist will work on-site at our office in Roanoke, IN.

## **About You**

- You are an excellent communicator who can maintain an organized schedule in the midst of multiple projects and deadlines.
- You are comfortable delegating tasks to a team in order to accomplish a project (this would take place during management of small web projects).
- You pay attention to the details and understand how to graciously give feedback.
- You are an empathetic, professional, and charismatic communicator who can speak directly without ego.
- “That’s not my job” is not in your vocabulary.
- You have an analytical way of thinking through problems and finding strategic solutions is very rewarding to you.
- You enjoy results-based work and see it as a way to benchmark overall success.
- You are an eternal optimist—your positive attitude is contagious to everyone around you.
- You are based in the Fort Wayne area or plan to be in the near future.

## **Bonus Points**

- Experience with Facebook Ads Manager, Google AdWords, or Google Analytics
- Being able to discuss a recent project that failed or succeeded, with the understanding of why and how you’ve learned or grown from this experience.
- Having employer or professor recommendations on why we’d be a fool to pass you up.
- Having a background in social media, marketing, and an understanding of the web world.

## **About Reusser Design**

We are an award-winning technology company made up of designers, developers, and strategists building custom digital products to help clients succeed in a digital age. We’re different from most, and we approach doing business in our own way—Inc. Magazine, Business Insider, and CNN Money all agree. We are constantly pushing each other in order to better our craft and make the experiences for our clients function at a world-class level. When we partner with a new client, we truly form a partnership, and it is a privilege to be their cheerleaders however we can.

## Benefits & Perks

- Work-life Balance: Ability to choose from a 4- or 5-day work schedule. Paid maternity leave.
- Medical & Dental insurance through Physicians Health Plan—coverage begins on day one.
- Retirement Planning: Simple IRA contribution match dollar-for-dollar up to 3% of your salary—matching begins on day one.
- 3+ weeks PTO, federal holidays, and 1 week off in late December.
- Commission on any business you directly bring to the company.
- Modern office including full gym and showers.
- New Apple hardware every 2 years.
- Ability to choose a standup desk or sit down with an ergonomic chair.
- Budget each year for conferences or to learn anything that helps you with your job.
- Really good coffee.

## How to Apply

- Visit [teamreusser.com](https://teamreusser.com) and upload your resume or submit your PDF resume via email to [jobs@reusserdesign.com](mailto:jobs@reusserdesign.com). Be sure to include a cover letter and please tell us why you think you'd be a good fit on our team.