

DIGITAL OPERATIONS STRATEGIST

Part-time fractional contracted position, could increase over time for the right candidate

WICKED SMART | SELF-DIRECTED | PROBLEM SOLVER

Role Objective:

Audit and provide strategic insight on digital operations for Atomic Revenue clients that focuses on revenue operations.

Key Responsibilities:

- Client-Facing Meetings
- Facilitate and Lead Discussions for Information Gathering
- Develop Digital Operations Audit Reports
- Coordinate Digital Operations Audit process and delivery both internal and external
- Audit and analyze digital operations assets for clients including but not limited to websites, social media channels, email marketing platforms through the areas of technical foundation, lead generation, sales conversion, and customer advocacy.
- Manage client accounts undergoing a digital operations audit - be POC for client and internal team as needed
- Use of digital tools - SEMrush, WooRank, Google Analytics, Google Search Console, Google Ads, etc

Role-Specific Expectations:

- Mastery of digital strategies, integration of technology, and how digital affects revenue operations
- Jack-of-all trades knowledge of tactical digital strategies (seo, social media, content marketing, etc)
- Understanding of key performance indicators versus focus on vanity metrics · Ability to translate digital operations and its effects on revenue to non-digital experts (CFO's, CEO's, etc)
- Availability during normal business hours as needed for client and internal meetings (does not need to be on-call but flexibility to schedule when needed) · Ability to learn new systems quickly for various CRM systems, social channels etc. as they are utilized by clients.

Additional Skills of Benefit:

- Web Developer knowledge
- Digital Security knowledge
- CRM expertise
- Automation expertise
- Sales background

CORE VALUES

Atomic Revenue thrives on the collaboration of a virtual, self-managed, and highly flexible workforce. As such, new team members MUST align with our Core Values. Would your past clients, colleagues, and vendors agree that you exhibit these values in your professional work and behavior? If so, we want to meet and work with you.

WICKED SMART

Multi-talented individual with valuable skills who is situationally aware, pushes back when necessary, and knows their highest value while remaining curious and eager to learn.

SELF-DIRECTED

Energetic, ambitious, and committed team player who appreciates work flexibility to self-manage independent work as an accountable team member.

PROBLEM-SOLVER

Responsive and organized team player who blends creative and analytical thinking to ask questions, listen carefully, and collaborate effectively.

