



THE ROLE: DIGITAL ENGAGEMENT STRATEGIST

THE AGENCY

180 (www.180LA.com and www.180kingsday.com) is an international creative agency with offices in Amsterdam and Los Angeles. 180 employs 100+ people from over 30 countries. Our client roster includes University of Phoenix, Postmates, Lululemon, Unicef, Al Jazeera, PlayStation and Qatar Airways.

WHAT YOU'LL DO

Part data enthusiast, part creative thinker, and natural digital/social maven, the Digital Engagement Strategist lives at the intersection of social media, digital content, and culture. As an avid digital consumer, they should be well-versed in all social platforms and digital media at large from display to website to mobile. They're able to draw connections between digital platforms to create holistic ecosystems that collectively support a brand's mission. They're able to sift through large amounts of information and distill it into thought-provoking, actionable insights. They're endlessly curious, equally skilled at listening as they are presenting, and are instinctively able to find simplicity in complex ideas.

In this role, you'll lead digital and social strategy for the University of Phoenix account. You'll be responsible for crafting compelling digital/social strategies that ladder up to the broader brand strategy, staying on top of relevant digital/social trends and interpreting implications for the brand, providing POVs on emerging platforms and ad opportunities, writing inspiring briefs that guide creative work, and working hand-in-hand with creative teams to enhance conceptual ideas.

WHAT YOU'LL BRING/WHO YOU ARE

- A digital and social native, you intuitively understand how different audiences engage with each other and with brands across platforms
- Enjoy finding trends, patterns, or unique insights about people's digital/social behavior and motivations
- Exhibit a broad understanding of current digital/social trends and how they affect consumer behavior
- Are a master of storytelling, writing effectively, creatively and succinctly
- Have a strong grasp on new media, technology, and emerging social platforms, and importantly are able to identify which are applicable to the University of Phoenix audience
- Is not only comfortable being client-facing, but also has a proven track record of building close relationships with clients
- Play well with others, including creative, account management, data & analytics
- Thrive in fast-paced, ever-changing environments
- Minimum 3-4 years of experience in advertising, social media, or related field

THE DETAILS

Reports to: Strategy Director

Location: Los Angeles

Manages others: Yes, a Jr. Strategist

CONTACT

Please submit your resume and a brief cover letter to jobs@180la.com. Please include the title of the position for which you are applying in the subject line of your email.