

Digital Strategist at exceptional™

Helping ambitious organisations become impossible to ignore.

exceptional™ is the strategic digital marketing agency making ambitious brands visible wherever their audiences search, scroll or ask.

We work with B2B organisations across energy, finance, technology and beyond, using connected digital strategy, search, AI discovery, paid media, social, content and analytics to generate demand and measurable growth. We choose to work with organisations that are doing something positive in the world.

This isn't a shiny new agency finding its feet. exceptional™ is the evolution of two decades of experience, hundreds of campaigns and a team doing increasingly significant work as we enter an ambitious new chapter.

That next chapter includes a closer strategic partnership with one of the UK's largest corporate communications agencies, Emperor, which has taken a minority stake in exceptional™. We remain independently run, while gaining access to larger opportunities and some of the UK's biggest and most ambitious organisations.

We're looking for a Digital Strategist who can help turn strong strategy into effective digital activity.

You'll work closely with our Senior Strategists, Account Directors and Delivery Specialists, understanding the strategic direction for each client and helping translate it into campaigns, content and activity across the right digital channels.

You won't be expected to own the overall client strategy. You will be expected to understand it, ask intelligent questions, bring expertise and judgement to your areas of responsibility, and make sure the work you're involved in remains connected to the objectives it was designed to achieve.

As your knowledge, confidence and experience develop, you'll increasingly contribute research, insights and recommendations that help shape future strategic decisions.

Apply strategic thinking

You'll understand the thinking behind the strategies you're helping to deliver and apply that thinking to the decisions you make day to day. That means looking beyond individual tasks, understanding the client objective, using research and evidence, asking good questions and identifying when something doesn't appear to support the wider goal.

Build your expertise

You'll bring useful experience in at least one digital discipline and continue developing real depth in your areas of expertise. At the same time, you'll build a broader understanding of search, social, paid media, content, analytics, AI search and how they work together. You'll use that knowledge to improve the quality of the work you deliver and provide informed input to Senior Strategists and the wider team.

Bring the strategy to life

You'll help turn agreed strategies into well-executed campaigns. Working with Senior Strategists, Account Directors and specialists, you'll take responsibility for defined areas of delivery, make sure everyone understands what the work is trying to achieve and help keep activity aligned with the agreed strategic direction.

Improve performance

You'll monitor the work you're responsible for, use data to understand what is and isn't working and identify opportunities to improve performance. You'll make practical optimisation decisions within your remit and bring larger recommendations or changes in direction back to the Senior Strategist and wider client team.

Understand commercial value

You'll understand that effective work needs to create value for the client and be delivered sustainably for exceptional™. You'll develop a good understanding of client objectives, budgets, scope and account performance, deliver work efficiently and identify opportunities where additional activity or expertise could improve results.

Your days are likely to include:

- researching audiences, markets, competitors and opportunities
- supporting Senior Strategists with research, insight and campaign planning
- translating agreed strategies into campaign activity and clear briefs
- taking responsibility for defined campaign workstreams
- briefing and collaborating with specialist delivery teams
- applying your specialist expertise to improve campaign execution
- monitoring campaign performance and identifying optimisation opportunities
- producing clear, client-ready reports, presentations and documentation
- contributing confidently to client meetings in your areas of responsibility
- feeding campaign learnings and recommendations back into future strategic thinking
- identifying opportunities to improve results or add value for existing clients.

You'll enjoy this role if...

- You're an organised, inquisitive critical thinker who enjoys solving problems rather than just completing tasks.
- You care about details, but can still see the bigger picture.

- You're comfortable saying *"I think there's a better way to do this"* – and explaining why.
- You like collaborating with other smart people rather than disappearing into a silo.
- You're interested in what AI and changing search behaviour mean for marketing, without believing every new tool requires the entire rulebook to be thrown away.
- And you want your work to have an impact beyond impressions, clicks and beautifully formatted reports.

We've built exceptional™ around the belief that ambitious work and responsible business should reinforce one another.

We became a certified B Corp in 2024 and our purpose is to **amplify the good in the world** – helping organisations creating positive change win more clients, attract more funding and increase their impact.

We care about excellent work, but we also care about how that work gets produced. You'll be encouraged to learn, challenge, contribute ideas and develop towards Senior Strategist and beyond.

Our ambition isn't to be the biggest agency.

It's to keep raising the standard of what exceptional means.

If that sounds like the kind of place you want to do your best work, we'd like to hear from you.