

Client Strategist – Performance & Delivery Oversight

Reports to: Founder

Type: Freelance / Part-Time (with potential to move to full-time)

Location: Remote

SLA-Driven: Yes — structured timelines, client schedules, and performance accountability

Role Summary

Jaguar & Fern is a performance-first agency built for healthcare clinics that care about results. We deliver compliant Meta ad campaigns, high-converting landing pages, and exclusive leads.

The Client Strategist is the owner of client outcomes. You are the central point of contact for each client, responsible for coordinating delivery across media buying, creative, copy, and landing pages — and ensuring that everything is on time, on brand, and driving the right results.

You don't need to build assets yourself. But you *do* need to be the one who catches issues before they happen, translates client needs into actionable briefs, and keeps delivery moving forward. If something isn't working, it's your job to fix it. **You and your team are bonused based on individual and company performance — and you're the one to get them there.**

What You'll Own

Client Strategy & Delivery Oversight:

- Serve as the primary point of contact for assigned clients
- Own each client's marketing strategy, KPIs, and service execution plan
- Build and update creative briefs (copy, media, landing pages) using J&F templates
- Monitor campaign results and lead quality; recommend optimizations as needed

Project Management & Team Coordination:

- Assign tasks to media buyers, copywriters, and designers based on active briefs
- Review deliverables before they go live — ensure accuracy, quality, and compliance
- Troubleshoot delays or issues; escalate to Founder only when necessary
- Track project status using Notion and proactively close loops

Client Communication & Retention:

- Lead weekly check-ins or async updates with each client
 - Deliver clean, data-backed summaries of results, optimizations, and next steps
 - Ensure clients feel informed, supported, and confident in our execution
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You're a Fit If You...

- Have managed client accounts or led delivery inside an agency or performance team

- Are confident owning results — and know how to get the most out of a creative team
 - Communicate clearly, ask smart questions, and keep things moving
 - Are organized, deadline-driven, and excellent at follow-through
 - Understand how to deliver compliant, conversion-focused marketing for regulated industries
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This Role Is Not a Fit If...

- You need constant direction or prefer to be told what to do
 - You struggle to manage multiple timelines or chase down contributors
 - You expect someone else to QA work before it's shared with the client
 - You're uncomfortable owning performance or having hard conversations when needed
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Tools Used

- Slack – async team communication
 - Notion – task tracking, briefs, reports
 - Looker Studio – performance dashboards (view-only)
 - Unbounce, Meta Ads Manager – to monitor or QA client assets
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Logistics

- Freelance / part-time with opportunity to move to full-time
- Must overlap partially with Eastern Time (EST) for client coordination
- You are expected to run a tight ship — structured, communicative, and performance-aware