

Digital Marketing Director

JOB DESCRIPTION

DIGITAL DIRECTOR STRATEGIST

Our Client is an award-winning agency with offices in Edinburgh, London and New York. Fundamentally, they do three things:

1. **Council:** they help CEOs, CMOs and senior decision-makers shape their thinking about long term success. They do this by providing evidence, market intelligence, planning tools and strategic advice to clarify the issues and create new, sustainable opportunities.
2. **Creativity:** Ideas can help resolve tricky, often intractable issues. As a company, they have a culture of creativity – from business insight to the craft skills, production expertise and project management which excellent campaigns demand.
3. **Interactivity:** They don't just mean online marketing here. Effective technology is increasingly vital for business reasons, such as cost-of-serve. What matters more is how customers 'interact' with your business at any touch point. The entire customer journey – from advertising to search to website to real world – must be a seamless, positive experience.

To facilitate this development we are seeking a stand-out individual to join their talented, multi-disciplinary team to help forge a new direction in Interactive Marketing.

The role has six simple components:

1. To provide clients with exemplary strategic guidance in developing and delivering their digital vision and online marketing strategies. This means having a proactive, real-time understanding of the client's strategic challenges and identifying digital marketing opportunities – presenting the business case, and demonstrating clear campaign expectations / ROI.
2. To lead the digital team in the effective delivery of 360 degree marketing strategies for their clients, ensuring plans are delivered on time and budget, and that targets are met. This means forecasting of campaign effectiveness, as well as on-going campaign analysis and reporting, and the use of findings to inform recommendations for future marketing activity.
3. To co-ordinate with marketing and delivery teams to ensure first-class execution of strategy. This means working closely with the wider agency team to ensure successful integration across all the marketing channels, as well as identifying opportunities to cross-sell relevant services.
4. To help develop new business – from spotting new leads to pitching and tendering for contracts to simply being an ambassador for the agency.
5. To manage multiple projects effectively. This means leading their relationships with clients, partners and suppliers – including liaison with partner agencies – to ensure smooth delivery and successful completion. At its most basic, this entails accurate project costing and fee negotiation to build profitability on every project, as well as team management to align staff, resources and skills with project demands and the needs of the market.

6. To help keep the agency at the forefront of developments in interactive marketing. This means having a passion for interactive communication, and staying in touch with industry trends and social/cultural shifts. The successful candidate is expected to help provide the agency with 'thought leadership' on a wide spectrum of interactive marketing issues and opportunities,

Desired Skills and Experience

Fundamentally, they are looking for someone who prefers people to code. However, **strong technical knowledge** of Computer Science or Web Development is essential.

You will be a great communicator with the confidence and energy to pitch successfully, to drive projects and to deliver for clients. This includes experience of writing clear, concise, **readable** proposals, tenders and strategies.

This is a senior role and you are expected to have a **wide, strategic understanding** of – not just the nuts and bolts of web development – but of the **full spectrum of digital marketing**. Ideally, this will include experience in marketing automation and in-bound marketing, SEO/PPC, usability, display, social media, mobile and so on.

The true goal is to provide clients with **compelling business cases**, effective strategies and robust implementation. This means you must have strong **client management skills**, and a successful track record of handling multiple projects profitably at any one time.

Since effective strategies demand **sound data and strong analytics**, you will be familiar with the full range of quantitative and qualitative research, tools and techniques. Ultimately, the role is to help clients understand the value and ROI of any project.