



Director of Digital

October 2017

Position Purpose: The Director of Digital serves as Greentarget's digital media expert, ensuring digital media strategies and deliverables meet or exceed the expectations of our clients. This includes working directly with clients and internal teams to create and deliver digital campaigns that maintain and expand business within existing client accounts and help uncover new business opportunities. In addition to direct client work, the Director of Digital also contributes to firm marketing efforts by providing industry expertise and thought leadership on new digital media venues, trends, risks, opportunities and resources that will increase visibility of our digital offerings.

Primary Outcomes:

- Institutionalize the digital media function at Greentarget by supporting a wholly-owned capability which strengthens and complements the firm's traditional media, research, content and (to a lesser extent) crisis practices.
- Develop digital strategies that extend the value of Greentarget's research, content, media and crisis practices and deliver new value to clients.
- Design and execute comprehensive digital communications campaigns from conception to long-term success.
- Drive Greentarget account teams in the development of compelling digital programs and social media strategies and plans, providing oversight and guidance in executing these programs effectively, and ensuring integration across all functions and the broader business.
- Advise clients on strategies for promotion and distribution of digital content to help digital offerings deliver value and, where necessary, provide assistance in distribution.
- Evaluate existing Greentarget client media and content campaigns and identify new ways to revitalize and evolve them through digital media offerings that are in line with client objectives.
- Oversee the evolution of Greentarget's digital offerings. Staying ahead of digital media trends and social media tools to identify new and innovative digital offerings (web, social media, search, blogs, vlogs, podcasts, email, etc.) and understand their relevance to Greentarget clients.
- Develop new strategies and tactics for helping clients rise above the noise created by the ever-increasing volume of digital media.
- Provide education on digital offerings, trends, etc. for Greentarget staff.
- Identify, engage and manage talented freelance producers (writers, editors, etc) who can help us scale our digital offerings while also matching our high standards for quality and client service.
- Identify and manage strategic partners including design and technical/digital partners who can help provide digital solutions and deliver measurable results, positioning Greentarget as a leader in providing digital services
- Drive incremental revenue and increase overall enterprise value by establishing a pipeline of billable work independent of Greentarget's existing client base.

Job Skills and Requirements:

- Knowledge of the digital marketing and advertising landscape, including current trends and best practices
- Proven ability to design, implement and manage profitable digital projects
- A solid understanding of advertising, including programmatic advertising, marketing, and strategic brand management, and how to best leverage these in a digital environment.
- Understanding of what is required to manage social campaigns through appropriate social media channels that are mobile and social optimized
- Very strong writing skills
- Excellent communication, interpersonal and presentation skills
- Excellent knowledge of social networking channels
- Proven success identifying meaningful data points, tracking those points in analytics tools and optimizing campaigns based on the results
- Familiarity with SEO and ability to apply those tactics to existing strategies
- Understanding of sophisticated business and economic concepts and general knowledge of how various industries work
- A high level of organization and project management abilities
- Listening skills that result in understanding and meeting client and account team objectives
- Creative and strategic thinking to find new solutions to problems
- Business development instincts to price and sell digital offerings
- Strong managerial skills, leadership qualities and proven success mentoring junior staff
- Comfort working within a fast-paced, dynamic environment

Education and/or Experience:

- Bachelor's degree
- 5-8 years digital marketing experience
- Experience within an agency developing and implementing digital strategies preferred
- 2-4 years client service experience
- Management experience a plus
- Computer literacy, including fluency in Word, Excel & PowerPoint