

Director, Digital Strategy & Integrated Solutions

The **Director of Digital Strategy and Integrated Solutions** leads the development of integrated execution strategies and solutions to reach client performance goals while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by working in partnership with client-facing teams to define and quantify objectives, as well as cross-functional teams to activate integrated marketing strategies across paid/owned/earned channels. They are performance-driven and will lead performance reporting with relevant insights, implications, and optimization. They serve as the agency's lead in creating end-to-end digital products and solutions to optimize operations, streamline processes, and deliver improved experiences in support of the overarching business strategy and integrated execution plan. Reports to VP of Media & Performance. Responsibilities include:

- Focuses on the digital performance of our clients and agency
- Develops and evolves agency infrastructure, capabilities, and support services to meet the interactive and digital needs of our clients
- Identifies and aligns opportunities for products and services development to continuously expand the agency's digital capabilities.
- Shapes and plans integrated strategies in support of messaging objectives and in direct alignment with offline initiatives and digital media
- Showcases exceptional presentation skills, with an ability to clearly articulate strategy recommendations and rationale. Evokes excitement and passion for recommendations
- Ensures that Marriner digital solutions effectively support the financial and strategic goals of the agency

Integrated Strategy, Execution and Insights

- Develop strategic digital marketing mix recommendations to meet Client objectives and performance goals. Collaborate with VP of Media + Performance on online/offline mix
- Leads digital cross-channel planning, strategy and execution against all paid, owned and earned efforts
- Support Creative Director and account leads in cross-channel content planning, execution, and optimization
- Manage digital marketing cross-functional teams for the daily management, optimization, and risk mitigation efforts in support of marketing and brand plans
- Identify key tracking and data requirements to deliver metrics of performance
- Integrate cross-channel performance metrics to provide reporting solutions that allow for active views of performance while also using for analysis to provide actionable recommendations for optimization
- Lead team in delivering relevant insights from a channel and content perspective

Solutions Integration and Innovation

- Identify and create solutions that impact key performance areas for improved engagement, conversion, and lead generation
- Lead the evaluation of and strategies for eCommerce and/or preCommerce opportunities and performance in support of client strategies for sales growth
- Monitor and mitigate against risk while staying current with digital trends and the continuous evolution of digital marketing tactics on behalf of the agency and entire client portfolio
- Continuously expand and develop core digital capabilities and products to support agency strategic priorities

Agency and Senior Team Leadership

- Drive financial growth in the department and the organization
- Support new business efforts (integrated and digital) and work closely with EVP of Brand Integration to develop case studies to demonstrate agency capabilities and drive new opportunities
- Manage department revenue—ensuring efficiencies, profitable pricing, monthly costs, employee overhead
- Develop programs to attract and retain top talent for the digital team through education, professional development, certification and training
- Provide strategic digital marketing and performance thought leadership

Required Knowledge/Skills/Experience

- 7+ years of consumer and B2B digital marketing experience
- Strength in cross-channel planning, buying, execution, measurement and optimization
- Hands-on knowledge of programmatic, search, social, mobile and media technology solutions
- Performance mindset and proactive in campaign optimization
- Cross-functional collaboration and ability to inspire team
- Fluency in current digital media integration, trends and analytics
- Excellent verbal and written communication skills
- Skilled in presenting to senior level clients and large room of people
- Strong management and mentorship of junior team members
- Ability to form relationships internally and externally
- Experience in paid search and paid social desired

Preferred Platform Proficiencies:

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|---------------------------------------------|-------------------------------------|
| • Google Analytics Certification (Advanced) | • Adara Impact |
| • Google Tag Manager | • Bionic |
| • Google Data Studio | • Social media (FB, LI, TW, PI, IG) |
| • Google Campaign Manager | • Social listening tools |
| • Google Ads | |

Key Performance Indicators (KPIs)

- Onboard quickly with key accounts: Perdue, Campbell's Foodservice, MD Tourism (within

60 days)

- Understand client business objectives and challenges
- Understand current plans and drive execution and performance of these plans
- Implement dashboarding and reporting in partnership with account and content teams
- Support reporting team in developing relevant insights and tell the integrated story
- Support digital team in execution of FY22 strategies across channels
- Support in recruiting and training Sr. Digital Marketing Strategist to round out performance team
- Create a performance reporting structure and process ensuring collaboration between reporting and creative teams
- Shape collaboration efforts to inform content planning through data-driven insights
- Optimize use of Bionic and Campaign Manager to drive effectiveness and efficiency in cross-channel media planning and reporting processes
 - Evaluate Bionic and/or Basis as a solve for Paid Search and Paid Social automation bringing all paid channels together
 - Support team training in Campaign Manager as we extend use across all paid media accounts
 - Streamline reporting process leveraging Campaign Manager to gain efficiencies for reporting team
- Develop processes for Paid Search and Social while driving efficiency through automation
- Create professional development paths for junior team members in your care and integrate into 2022 goals
- Lead Google certifications for digital performance team including GA (full performance team) and GADS (for Digital Specialist, Paid Search)

2022 Goals – 1H 2022

- Manage completion of training assignments for performance team (Q1)
- Develop efficient processes for paid search and paid/organic social initiatives (Q1)
- Fully optimize media technologies including Bionic, Basis and Campaign Manager (Q1)
- Mentor and develop team members to elevate knowledge, expertise and self-sufficiency (Q2)
- Successfully lead and manage OTD digital media internalization to drive results of Spring campaign (Q2)
- Maximize margin opportunities with Basis and CM to drive contribution margin growth for the department (1H)
- Successfully sell priority agency offerings/initiatives to existing accounts (1H)

