

## Vice President, Media and Performance

The **VP of Media and Performance** is a mature leader who oversees the successful development and execution of in market programs on behalf of Marriner clients while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make decisions better decisions by ensuring that the right message is delivered to the right person at the right time across paid, earned, and owned channels.

Lead the media and performance team on a day-to-day basis, driving the overall approach to media execution across all touchpoints, including investment strategy, media planning, buying, measurement and optimization. In addition, the VP will work collaboratively with other departmental leaders to build and roll out departmental initiatives and operational standards for media and performance. This role will drive thought leadership on campaign strategies, audience segmentation, data driven media plans, and will apply industry leading technologies to deliver optimal program performance efficiently and effectively.

The VP will inspire others to drive clarity in performance by consistently demonstrating persuasive skills with colleagues and clients. This role includes successful management of a large team, including career development, resourcing, and hiring. The VP holds accountability for the profitability of the media and performance team. They must adeptly navigate internal and external politics. Strong financial understanding, and experience pricing, pitching and winning business is a must.

As a senior leader this role will play an integral part of positioning Marriner as a leading marketing communications company in the food, beverage and hospitality space. Reports to agency President. Responsibilities include:

### Agency Leadership

- Develop departmental vision aligned to achieving agency vision.
- Blend earned, owned and paid accelerating ideas across the connected/mobile media world
- Standardization of media services and capabilities, working with cross departmental leads to activate training, management and integration
- Lead media strategy, planning, buying, reporting and optimization processes across channels to enable holistic cross-channel strategies and activation plans in the relentless pursue of performance across shared services. This includes:
  - Traditional trade/consumer, search, programmatic display, social
- Build strategies to improve the effectiveness and efficiency of multichannel media programs
- Ensure the team's work is understood and visible to the agency, clients, and the broader industry

- Drive holistic media planning to personalize the consumer experience enabling data to generate efficiencies in all media channel executions
- Set negotiation strategies
- Build and maintain high level relationships with media suppliers; establish relationships for exchange of ideas to drive growth
- Partner with creative to ensure ideas can break through and tap into cultural or media trends
- Keep up to date on the latest within the media industry at large, ensuring the practice evolves ahead of key competitors and threats and democratize learnings for the organization

### **Client Leadership**

- Interface with senior client executives to provide thought leadership on media strategies, tactics, and performance as well as other emerging media opportunities
- Partner with VP of Client Services in developing key strategic approach for cross sell of media products and services to influential client decision makers
- Adopt new techniques and technologies that are relevant for clients' media strategies
- Collaborate with cross departmental leads on execution of the client campaigns ensuring operational excellence and relentless pursuit of optimal performance
- Drive integration internally and new business externally
- Direct development of planning objectives and strategies that align with client's marketing objective
- Interpret research and provide insight and thought leadership that translates brand marketing objectives into succinct media strategies
- Effectively present and sell media solutions and optimizations
- Facilitate cross functional team integration with interagency teams; demonstrate value of media

### **Financial Management**

- Focus on year over year contribution margin (CM) growth, increasing product adoption and media and performance spend
- Drive efficiency through team and vendor management and implementation of tools and technologies (Centro, Bionic, AdSwerve) to continuously improve departmental CM
- Establish and sell in pricing models that create consistent departmental revenue and CM
- Manage total departmental labor to no more than 50% of CM (63% YTD, July'21)
- Partners with VP of Client Services to define a workflow for cross-selling

### **Team Leadership and Development**

- Establish and encourage a culture of teamwork based on warmth, curiosity, and perseverance
- Establish job descriptions and six- and twelve-month goals for each departmental employee
- Mentor and coach team members
- Conduct performance reviews and career path plans for direct reports. Encourage team training to build and develop new skills and capabilities.
- Cross functional leadership to drive programs that meet our clients' business objectives

## **Process Improvement**

- Enforce development and documentation of best practices for improving operational efficiencies
- Sets standards on new optimization tools/techniques
- Ensure highest standard are met and that Marriner in market execution is best in class

## **Required Knowledge/Skills/Experience**

- Deep understanding of cross channel planning, buying, execution measurement and optimization
- Hands on knowledge for programmatic, search, social, mobile and media technology solutions
- Deep understanding of traditional trade and consumer media
- Understanding of media, business analytics methodologies, partners, and frameworks
- Branding as well as performance and activation experience
- Cross-functional experience (media, creative, technology, mobile, social, finance)
- Ability to manage multiple clients or lines of business with budgets in excess of \$4.5 MM
- Enthusiasts of the food, beverage and hospitality industries
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Diplomatic in providing strong POV and making difficult decisions
- Able to work with broad spectrum of people - senior to junior level, multiple mindsets
- Skilled in presenting to senior level clients and large room of people
- Ability to inspire people to do great work
- Ability to sell a point of view or ideas through storytelling
- May require overnight travel up to 20-25%

## **Key Performance Indicators (KPIs)**

- Media & Performance billable fees at or above target of \$123,000 a month for FY22
- Media & Performance labor to billable fees ratio at or below target of 50% for FY22
- Successfully sell priority agency offerings/initiatives to existing accounts
- Successful team reorganization, retention, growth, training, and morale (enter 22 with job descriptions and goals)
- Fully optimize Centro for OTD for Spring campaign through media internalization
- Bionic and AdSwerve up and functioning by 10/31/21 with all bugs worked out by 12/31/21