# Vice President, Technology

The **VP of Technology** is a critical member of the senior leadership team in helping to shape the future of our Agency through identification and implementation of technologies that allow us to reach the right target with the right message at the right time while forging customer intimacy for our customer's brands. The VP of Technology will oversee the recommendation, integration and implementation of all Martech needed to achieve the goals of the agency and our customers while exhibiting _core values of curiosity, warmth, and perseverance._ They contribute to the _agency purpose of helping consumers make better decisions_ by ensuring that Marriner is maximizing existing and emerging technologies, with a core focus on digital marketing efforts.

The VP of Technology will lead the digital technology team on a day-to-day basis and have accountability for the execution of best-in-class digital assets and development of best-in-class digital marketing concepts. The VP, along with the creative department lead, will be instrumental in ensuring integration between the creative and digital teams through role clarity, clear articulation of agency goals and a unified focus on creating smart work that delivers results.

In addition, the VP will work collaboratively with other departmental leaders to build and implement initiatives and operational standards based on the role that technology plays in the agency and for our customers. This will drive digital ecosystem thought leadership on, but not limited to, user experience, data management, website design and development, app development, CRM, marketing automation, IT, digital marketing practices, and emerging digital channels such as VAR, AR and the Internet of Things. The VP will also recommend and help to implement industry-leading technologies to empower successful marketing programs and create efficiencies across the agency.

The VP will inspire others to deliver clarity by consistently demonstrating persuasive skills with colleagues and customers. This role includes successful management of a large team, including career development, resourcing, and hiring. The VP holds accountability for the profitability of the digital/technology department. 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 EVP of Brand Integration. Responsibilities of Marriner's VP of Technology are comprised of (but not limited to):

**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
- Develop and promote a departmental vision with short- and long-team goals that ladders back to the agency purpose

- Mentor and coach team members to deliver best-in-class work
- 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 customers' business and marketing objectives
- Create seamless integration through a positive partnership with cross-functional teams
- Maintain and grow the health and culture of the Agency - a fun and meaningful place to work

**Digital Excellence and Process Improvement**

- Be the subject matter expert for new and emerging technologies and digital practices. Help the agency stay both relevant and attuned to the future of our industry. Identify, study and share out current, short-term and long-term trends, opportunities, and considerations.
- Make recommendations for additional skillsets/capabilities that the agency should add or prepare to add. Facilitate our ability to offer them through internal team professional development or by identifying and vetting strategic partners.
- Take charge. Guide the team. Own the process and ensure development, activation and management of all parts of our customers' digital ecosystems to reflect Marriner's standards of excellence.
- Collaborate with creative lead beginning at conceptual stage of the creative process, and throughout additional stages of development as appropriate, to add digital perspective and IQ
- Help track and understand the user journey to recommend appropriate points of intersection and engagement techniques within the digital ecosystem
- Have an informed point of view on digital's role in developing/reviewing performance metrics and optimizing to achieve desired KPI-driven results
- Ensure brand message, tone and design standards are consistent across all online channels
- Enforce development and documentation of best practices for improving operational efficiencies
- Set standards on new optimization tools/techniques
- Ensure highest standards in digital creative, development and technology are met and that Marriner in market execution is best-in-class
- Find innovative ways to collect and utilize customer data to get to create a more direct line of communication for our brands (i.e. continuously find ways to capture first party data and minimize the need to trade media)
- Be resourceful
- Collaborate with VP of Production on significant technical/equipment investments and third-party IT support (currently DNA Solutions) to keep agency productive and running efficiently

**Customer Engagement**

- Offer thoughtful digital and technology perspective to cross-functional agency teams during account planning and strategic campaign development

- Serve as a customer-facing representation of Marriner's MarTech and digital development/management discipline
- Be fluent in each customers' business, brand, marketing objectives and target audience segments to empower performance-driven work that makes both the agency and the customer proud
- Help to proactively identify growth opportunities and solutions to challenges our customers might not even know they have
- Be a key point of connection between the customers' CTO and CMO
- Win over a room. Showcase exceptional presentation skills, with an ability to clearly articulate and explain recommendations and the rationale behind them. Evoke excitement and trust.

**Agency Growth**
- Actively engage in senior leadership team meetings to help position the agency for continued growth
- Work with the EVP, Brand Integration to develop motivating new business outreach approaches utilizing existing and new technologies
- Assist with implementation of digital tools and techniques to create more engaging and trackable RFP responses and presentations
- Study and share best-in-class digital practices in CPG and travel/tourism industries to assist with priority growth opportunities
- Utilize position as connector between CTO and CMO to help identify opportunities for Marriner to expand our partnerships with customers
- Partner with the Client Services team by providing technical information, insights, and trends to empower their ability to expand existing partnerships
- Help attract and retain top-tier creative and digital talent
- Manage profitability within your group

**Financial Management**
- Focus on year over year contribution margin (CM) growth, increasing product adoption (i.e. MMA), new product integration and customer perception of agency value
- Work with EVP, Operations and VP of Media & Performance to create efficiency by assisting with implementation and optimization of tools and technologies (WMJ, Performance Dashboards, Centro/Basis, Bionic, AdSwerve, etc.) to continuously improve Agency CM
- Establish and sell in pricing models and subscription products that create consistent departmental revenue and CM
- Manage total departmental labor to no more than 47% of CM
- Partner with creative lead and VP of Production to define and maximize a value-based pricing model and cross-departmental attribution of fees.
- Partner with VP of Production, EVP of Brand Integration and President, as appropriate, to Identify Scopes of Work that would benefit from alternate pricing models including, but not limited to, hourly, subscription and tiered.
- Lead, or assist with, the negotiation of agreements with digital technology/MarTech vendors

**Required Knowledge/Skills/Experience**

- Hands on knowledge of MarTech, IT, digital development, digital activation
- Working knowledge of CMS options, CRM options, email and database management
- Understanding of emerging digital technologies and services (the internet of everything)
- Integrated planning and marketing
- Ability to manage multiple customers or lines of business
- Enthusiast of the food, beverage and hospitality industries
- Embody a competitive spirit for Marriner, our customers, and doing innovative work
- Confident and authoritative while also genuine and authentic
- Ability to form genuine relationships internally and externally
- Ability to empower the creation of exceptional, successful and respected work through technology
- 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 customers 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%

**Technical Requirements**

- Technical support for clients, account teams and digital team—as it relates to agency strategy and customer needs
- Technical lead for client IT teams
- Manage domains, certificates, site hosting and server maintenance for Marriner's owned properties and client websites and applications
- Shared management of agency's IT provider with VP of Production—providing technical consultation
- Provide implementation strategies and hands-on support of systems integration, data solutions and other proposed technology for both agency and customers

**Key Performance Indicators (KPIs)**

- Digital Technology billable fees at or above target of $129,000/month for FY22
- Digital Technology labor to billable fees ratio at or below 47% target for FY22
- Successfully sell priority agency offerings/initiatives to existing accounts
- Successful team retention, growth, training, and morale (enter 22 with job descriptions and goals)
- Identify a new revenue/CM source for the digital department beyond website maintenance & MMA
- Fully realize the potential of MMA for existing customers on the platform and for Marriner
- Assist as needed to ensure Bionic and AdSwerve up and fully functioning with all bugs worked out