

**JOB DESCRIPTION:**

Director of Digital Marketing & Analytics

REPORTS TO:

VP Media & Analytics

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Recommends innovative marketing strategies across current and emerging digital marketing platforms.
- Analyze and optimization of multiple digital and integrated media campaigns and the supervision of the analytics team.
- Manage/mentor/train a team of analysts, paid search, paid social, and SEO staff members. Promote the analytics team members to continuously upgrade their skills, knowledge and productivity and guide them through the process.
- Lead strategic discussions and facilitate client meetings and presentations.
- Drives innovation, looking ahead for market trends, research tracking methods using the latest in technology around emerging multi-platform initiatives for new ways to engage with consumers.
- Identifies and collaborates with media publishers for tag/pixel placement, reporting, troubleshooting, etc.
- Takes ownership of all platforms and software used for the purpose of analyzing media to include negotiating contracts and renewals, manage department budgets, reconcile partner services/costs, and continued evaluation of partner relationships.
- Provide regular consultation around possible KPI's/metrics to help clients track/monitor success as well as provide high-level forecasts on costs (per lead, per conversion and ROAS) as required.
- Support and participate in new business opportunities.
- Work with creative department to develop strategies and creative that fit the business needs of the client and apply latest techniques.

QUALIFICATIONS:

- Bachelor's degree from a four-year college or university required.
- Ten plus years of media (traditional and interactive) experience preferred.
- Team management experience and development required across multiple individuals.
- Must have worked with either Sizmek, Doubleclick, Dataroma, Google Tag Manager, Moat, Foot Traffic Studies or other like entities.
- Previous management experience required.
- Meticulous with strong attention to detail and ability to handle multiple tasks is required - quality assurance focused.
- Outsource/partner management experience required.
- Ability to draft technical requirements (scopes of work) for outsource partners. This position requires strong mathematical and analytical skills.