

SENIOR DIRECTOR: DIGITAL

THE OPPORTUNITY

Scale Marketing is excited to grow our Digital team. The Senior Director position is at the heart of Scale's digital business, providing a unique link between strategy, execution and client services functions. This position will have the opportunity to work collaboratively with Leadership, Client Services (and Clients), Data Analytics and operations teams.

The successful candidate will be empowered to directly plan, strategize, build, execute, analyze, and optimize media campaigns across a diverse portfolio of business and platforms. This employee will be exposed to multiple areas of media including media mix modeling, data analysis, traditional media planning/buying (TV, Radio, Print, etc.), social media teams, programmatic trading, and be a key leader of a fast-growing team.

JOB RESPONSIBILITIES

- **Work with existing clients to be THE digital steward for their business and help them develop their digital mindset (digital strategy, digital technology integrations, digital execution, and digital UX/UI)**
- Exhibit thought leadership with all clients and constantly present new ideas, POV's, and recommendations to grow client businesses
- While all client relationships will be important, emphasis will be on highest-value accounts with most sophisticated/growth-oriented businesses
- Lead a team responsible for planning and execution initiatives
- Subject Matter Expert for Programmatic ecosystem (both educational and opportunistic), Business Strategy (digital emphasis, but not exclusively) and emerging/established ad tech
- Analyze data to inform future platform and audience recommendations
- Acts as channel expert for the team, having heavy communication with the marketplace and developing POVs (i.e. ad tech, modeling, programmatic, industry updates, etc.)
- Develop "Scale" and client-specific strategic approach for digital channels by delivering channel ideas and providing the link between historical performance and emerging opportunities
- Working with Strategy team to understand goals, address client needs, and communicate results and insights back to clients
- Develop New Business for agency (nice to have, not an expectation)

QUALIFICATIONS

- 8+ years of Digital Media Experience
- Agency-side experience preferable
- National TV buying experience preferable
- Understanding of Mixed Media Strategy (How different mediums work together)
- **Comfortable in C-Level/Company Ownership + Management client-facing role with both relationship-building and business acumen**
- Google Ads, Bing expertise/certifications; Amazon a plus
- Google Analytics Expert (Attribution Modeling, Goal Configuration, etc.)
- Google Tag Manager Certification
- Strong mathematical and analytical skills are essential
- The ability to work with large datasets in Excel files and BI internal tools
- **A start-up mind-set**
- Attention to detail and the proactive problem-solving mentality
- Strong communication skills and an ability to work both independently and contribute within a team environment
- Experience with DSP/SSP, PPC, and Social Media buying platforms preferred
- Alignment with Scale Marketing core values

- A can-do attitude to provide energy, drive and enthusiasm
- A dream to grow your career as the company scales

WHAT WE VALUE IN OUR PEOPLE

- Honesty
- Integrity
- Treat Each Other with Respect
- Diversity and Inclusion
- We Treat Our Clients Businesses Like They Are Our Own

BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere
- Company sponsored events & team building experiences

ABOUT SCALE MARKETING:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and be more effective than they ever have. That approach has been paying off, because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.