

Director of digital marketing

Q1 | 2019

Vendi Advertising is seeking a digital marketing professional to lead our digital team to plan, place and manage paid digital advertising (search, social, display, retargeting, video pre-roll, etc.), SEO, email marketing, landing pages, sms and mobile advertising.

Our new director will have experience in digital marketing planning and execution, media strategy, campaign development and execution, project management, presenting and building strong client relationships. Bachelor's degree plus 3–5 years of experience in a digital, web, marketing or advertising role required. Excellent verbal and written communication skills needed. Ad agency experience preferred. Content development/copywriting skills a plus.

Located in beautiful downtown La Crosse, Vendi is a growing agency with a stellar client roster. Our team of 19 full-time professionals produces impeccable, award-winning, research-based, results-driven work in a supportive, creative and fun environment.

Health plan, disability, retirement, vacation and competitive salary. Please send your resume to careers@vendiadvertising.com.

We require

3–5 years of experience in a digital, web, marketing or advertising environment (agency experience strongly preferred)

Experience in marketing, media and digital strategy, planning and execution

Experience developing and setting up digital ad campaigns, monitoring performance, adjusting bids, targeting and/or channels

Experience utilizing web analytics tools, reporting and presenting results

Experience in web strategy, SEO best-practices, planning and project management

Experience utilizing market research and analysis

Exceptional organization and planning skills with great attention to detail

Extremely high-level verbal and written communication skills

Strong personal and team time management skills

Bachelor's degree in marketing, advertising, communications or related field

Google AdWords certification is a plus

Knowledge and familiarity of placing ads via a DSP is a plus

Experience in business development, proposal writing and negotiation is a plus

Job description

- Develop and manage a digital communication strategy and plans that elicit the awareness, behavior, emotion and engagement objectives of the client
- Create and adapt marketing strategies and plans to meet client objectives including brand awareness, customer engagement, lead generation, direct sales, thought leadership and product or brand launches
- Identify target audiences and develop digital campaigns that engage, inform and motivate
- Monitor trends and optimize spend and performance based on insights
- Optimize user funnels, landing pages, conversion programs and testing
- Provide leadership and influence with clients and agency team in executing communication strategies and plans
- Develop annual digital marketing plan calendars and budgets

- Strategically allocate and monitor plan budgets
- Work closely with the client team to ensure plan execution is consistent with overall marketing and communication objectives
- Establish marketing goals and metrics; set up campaign tracking and conversion protocols, analyze and report regularly to agency team and clients
- Manage social media programs; monitor performance; budget and modify accordingly
- Effectively present and sell strategies, plans, analysis and results to agency and client teams
- Develop and manage agency proposals and self-promotion efforts

Talents and competencies

Dedication to excellent client service and relationships

Detailed organizational skills in marketing project planning, scheduling and execution

Strategic vision

Impeccable communication skills

Professionalism and high performance standards

Presentation skills and confidence

Interpretive and analytical involvement with research and data

Innovative problem-solving approach to marketing challenges

Engagement in culture and media

Respect (and *enthusiasm*) for the ideas, expertise, talents and feelings of others

Appreciation of both collaborative and independent work situations

Attitude and work habits that foster insight and productivity

Understanding of and ability to leverage all media (traditional and new media)

Demonstrated mastery of marketing planning and execution across multiple channels