

Digital and Traditional Media Director

Are you a strategic thinker with digital and traditional advertising experience? Could you thrive in a highly-independent, leadership role in a hybrid (remote and in-person) office setting? Can you juggle tasks for multiple clients and stay organized and efficient? If yes, keep reading.

The digital and traditional media director at idgroup will:

- Lead the creation of media recommendations, mix, rationale and comprehensive plans tied to client KPIs
- Interact with and present to clients
- Be a subject matter expert in best practices, new trends and services provided by media channels and sources
- Plan, execute and measure digital and traditional media campaigns and optimize spend, performance and conversions based on insights
- Oversee and manage communication and work with digital and traditional media partner agencies
- Must be able to aid in developing and optimizing digital strategy in order to meet client needs (ranging from brand awareness to sales)
- Be able to purchase and manage a variety of media for clients in a wide array of industries:
 - Traditional: TV, print, billboards, radio, etc.
 - Digital: search, social, display, programmatic, SEO, social engagement and digital marketing best practices. A working knowledge of Google Platforms is required.

Digital Responsibilities:

- Client-facing point of contact for all technical information regarding digital portion of media campaigns
- Creating and managing Facebook Business Manager campaigns and other SEM platforms
- Creating, analyzing, optimizing and reporting on all digital marketing campaigns
- Coordinating with digital media partners, the flow of technical information and tracking budgets
- Creating and placing tracking pixels, UTM codes, etc.
- Creating and editing website pages in SquareSpace, Wordpress and Elementor
- Writing and editing content for posts, blogs, website pages and social media campaigns
- Creating social media publishing and content calendars
- Monitoring and publishing to Facebook, Instagram, LinkedIn and Twitter channels
- Researching keywords for SEM campaigns and creating SEM content builds
- Interacts with clients, multiple departments, and team members
- Reporting

Traditional Responsibilities:

- Research, outreach and relationship management with all media channels and sources
- Creates plan based on strategy and budget

Qualifications:

- Proficient in top advertising platforms (Facebook, Google, LinkedIn, etc.) and Google Analytics. Must be able to program campaigns, manage budget, monitor and adjust appropriately and create easy-to-understand client-facing reports
- Impeccable organization and time management skills
- Ability to translate high-level strategy into appropriate media tactics that reach goals and objectives
- Strong writing and editing skills
- Teamwork orientation
- Familiar with social media advertising best practices
- Experience with WordPress website management
- Social media management tool or platform such as Hootsuite
- HubSpot or marketing automation experience
- Deep knowledge and understanding of dynamic trends and digital capabilities as well as limitations (various platforms, fee structures, capabilities of platforms, etc.)

Education & Experience:

- 7+ years of experience in digital and traditional media
- Undergraduate degree in advertising, marketing, communications or equivalent relevant experience