



Director of Digital Marketing

The **Director of Digital Marketing** is responsible for leading and managing Digital projects by translating a client's business goals into digital channel strategies, tactics and a comprehensive plan for execution. This position must demonstrate leadership skills, an **extremely** strong understanding of digital trends, tools and platforms, and have the ability to manage and support a variety of digital marketing solutions.

Strategy

- Expert knowledge in current and future trends in digital marketing, such as Mobile/Tablet applications, SEO/SEM, Digital Advertising Media, Social Media, eCommerce, Web Applications, etc. Healthcare experience is a bonus, but not required.
- Thorough understanding, ideally with hands-on experience, of key aspects of digital solution delivery especially: Information Architecture, Usability, Branding, and other essential components of digital marketing content and design creation
- Identify opportunities for clients that support their business, brand and customer goals and stays current with evolving trends and capabilities
- Lead brainstorming sessions and strategic discussions with internal and client teams
- Ensure written documents and client presentations clearly articulate strategic vision
- Develop new programs and services for the Kazaam business based on current trends and client needs/opportunities
- Independently find insightful data and research from free and paid resources
- Participate in research, strategy briefings, team discussion and client meetings
- Synthesize program results into high-level results; develop case studies
- Integrate digital media approaches with traditional communications tactics
- Articulate client's brand attributes and ensure they are incorporated into marketing recommendations and creative

Account Management and Program Management

- Maintain a clear understanding of the full suite of Kazaam services and capabilities
- Make formal and informal presentations that inform and engage audiences
- Manage and monitor all program execution to ensure team delivers projects on time and on budget
- As required, interface with other agency and partner teams to deliver marketing programs across multiple channels
- Maintain and grow strong mid-level client relationships by partnering with client to understand their key marketing objectives for all programs
- Craft pitches to potential clients, delivering time and resource estimates
- Sell project ideas to client that aligns with the business, customer and brand goals
- Periodically review program analytics with clients – offering guidance, insights and recommendations for program optimization – for areas such as SEO/SEM, Information Architecture, Web Usability, Business Rules, Campaign Strategies, etc.

Qualifications

- 3+ years experience with developing digital strategies and tactics for a variety of online channels
- Superior information design abilities, efficient production and optimization habits, and problem solving skills.
- Must be self-motivated, a great communicator, comfortable with independent decision-making, thrive on multidisciplinary teams, and able to meet short deadlines
- Travel to NYC, and other client locations, as required (typically 1-2 days per week)

Candidates should be highly motivated, self-starters and demonstrate the ability to teach themselves new technologies. This position reports to T.J. Stevens, Managing Partner and Vice President of Strategic Services, and will also interface with the Kazaam team, with whom he/she will collaborate to fulfill all duties above as well as additional requests and projects. Excellent communication and collaboration skills are required.