

## Digital Account Director

### Company

We're Dewynters, the leading live entertainment marketing agency. Based in central London, we create ground-breaking campaigns that are seen across the world, spanning the fields of theatre, opera, concerts, music, sport, film, comedy and exhibitions. We are innovators in the application of digital first and data driven marketing strategies to ticketed events.

Our unrivalled creative experience and passion, together with our strategic, digital and data-driven expertise, ensure we always deliver the very best campaigns and results for our clients.

Clients include The Royal Shakespeare Company, ATP Tennis Finals, Les Misérables, Mamma Mia!, The Lion King, Kinky Boots, The Book of Mormon, Taste London Festival and Marvel Universe Live!.

### Your role

Your report to the Head of Digital and you'll be responsible for all digital planning within the agency, as well as looking after key accounts, ranging from The Lion King to the Book of Mormon.

You'll help move the digital solution and strategy approach forward, ensuring we continue to offer innovative, data driven and successful marketing campaigns.

You will ensure that all digital planning is fully integrated within the wider media strategy and manage the agency's largest accounts, continually improving the way we work internally and with clients.

You'll have experience in managing a digital team, developing media strategy and implementation. You should also be comfortable speaking about all aspects of digital marketing and must have client-facing experience, preferably within an agency or the entertainment sector.

### Your duties

You will be responsible for:

- Managing planners within the digital team and the approach to digital planning
- Management of a number of key accounts including musicals, plays, sports events and other events/projects
- Planning, buying and strategic development of digital marketing campaigns
- Working in collaboration with members of the relevant account teams and production departments, both internally and externally
- Being continually proactive on developing campaign strategy, developing initiatives and looking to implement interesting and innovative approaches
- Developing and maintaining relationships with key media owners
- Aligning approach to digital media and marketing with wider business
- Budget management, including invoicing and billing
- Working closely with clients to manage all digital activity
- New business
- Knowledge sharing amongst the agency

## Your skills/qualifications

You should have the following experience and qualities:

- Management experience
- Proven digital marketing experience, including integrated campaign planning, strategy and budgeting
- Online media planning, buying and reporting, ideally in an agency environment
- Experience in tracking / trafficking for multiple clients
- Knowledge of ad-serving tools
- Good knowledge of emerging trends within the digital marketing field, including different programmatic solutions and strategies
- Excellent project management and organisational skills
- Confident and resourceful, with experience in presenting to clients
- Meticulous attention to detail, the ability to show initiative, enthusiasm and good communication skills (verbal and written)
- A team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment - whilst delivering a highly professional service
- Excellent knowledge of Microsoft Office, especially Excel
- Advantageous to have experience in: DR based activity / reporting and tracking to ROI / entertainment and theatre industry

Please note that although candidates do not need a passion for arts or entertainment, there are lots of benefits if they do, including tickets for friends and families and the opportunity to work with passionate clients who love what they do.

## What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 20 days holiday rising to 25 days holiday (plus an additional three days for the Christmas shut - down)
- Flexible work days
- Permanent health insurance
- Career development and training
- Enhanced maternity and paternity package
- Life cover
- Season ticket loan
- Ride to work scheme
- Childcare vouchers
- Champagne and sabbaticals for long serving team members
- Christmas and summer parties
- Complimentary massages
- Complimentary fruit
- Friday afternoon wind-down drinks
- Complimentary theatre/entertainment tickets