

Digital Strategy Director

Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are expanding our media team to help us reconnect audiences to the bursting world of live entertainment.

Our campaigns entertain and engage ticket buyers through innovative, data-driven creative storytelling and this is your perfect chance to expand your horizons and play an important role in the future of the entertainment industry.

The Role

- You will lead on setting and directing our clients digital marketing strategy.
- Your role will be evangelical in its nature, consulting with clients to help them achieve their goals, and presenting narratives with data.
- You will use your understanding of the digital media landscape to lead our planning, buying and strategic development of digital marketing campaigns across multiple live entertainment products.
- You will manage our digital media output across all display and Google platforms.
- You will lead on analytics and digital reporting solutions.

Experience and Knowledge

- You bring proven digital marketing & strategy experience to the table.
- Technically and analytically minded you can solve problems and autonomously create solutions.
- Service-industry-suited: ready to pick up and develop this client leadership role.
- Expert knowledge of the digital marketing ecosystems, covering strategy, channels, and platforms.
- Client facing/presenting experience.
- Experience of managing individuals and driving positive outcomes across digital output.
- You can articulate the role and benefits of brand and performance marketing in the digital space and how this relates to wider media strategy.
- Excellent knowledge of emerging trends in the digital marketing field, and able to communicate this effectively to both specialists and non-specialists.
- You have a thorough understanding of campaign implementation and experience of managing the process, including tracking / trafficking.
- You have a full understanding of reporting metrics and how to work with data visualisation solutions, data warehouses and dashboards.
- You will be tasked with ensuring that our platform set ups are robust, analysing data and sharing business outcomes and insights with clients.
- Experience in; DR based activity / reporting and tracking to ROAS.

Personal Skills

- You are an inspiring leader or future leader who motivates and excites colleagues and clients alike.
- You are an outstanding verbal communicator.
- You have excellent project management and organisational skills.
- You are confident and resourceful - you will have autonomy over the area of business you work in, but the pressure to perform will reflect this.

- You must be a team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment.
- You do not need experience in the entertainment industry, but you do need demonstrable curiosity in how it works.

What can we offer you?

We offer a whole array of benefits including:

- 20 days holiday rising to 25 days holiday
- Flexible working
- Private health insurance
- Career development and training opportunities
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets