

Australia Jobs Expertini®

Digital Director

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Company: Zenith USA

Location: Australia

Category: other-general

Be a part of the Publicis Groupe family - one of the world's most progressive and dynamic modern communications businesses enjoying all the perks that come with our network offering: A comprehensive Wholeself program supporting Physical, Mindful and Financial wellbeing Extensive Learning & Development opportunities, including more than 15,000 learning programs via our online learning platform Marcel Classes Our Publicis Liberté flexible working approach and an industry leading parental leave policy with up to 18 weeks paid primary carer leave and generous secondary carer benefits Work Your World program enabling employees the flexibility to work from anywhere in the world for up to 6 weeks per year A culture of open feedback and support to reach your goals through our My Performance Conversation program Access to our Global AI Platform, Marcel, connecting Publicis Groupe employees with opportunities for advancement and collaboration with our global network Confidential 24 hour support via our Employee Assistance Programme

ABOUT ZENITH At Zenith, our mission is to take brands to new heights. We believe marketing is a powerful investment that can build and grow brands and increase business profitability. So, we unlock opportunities for growth by placing consumer behaviour, attitudes, and insights at the heart of everything we do. Central to this vision is the knowledge that we are only as good as our people. To grow our client's business we need to attract, retain, develop, and grow the best and brightest talent in the industry. We know it is not the sum of one, but the sum of all of us that make us great. Our agency purpose is to Inspire Growth – Growth of Our People, Growth of Our Clients, Growth of Our Brand and Growth of Our Business. We're determined to eradicate any barriers that prevent our

people from reaching their fullest potential. We offer progressive flexible working options to everyone at all levels – It's not a policy. It's behaviour led and reinforced through our values. Mental health & wellbeing is something we take seriously – It's championed by our own people internally and is a regular conversation. We have a lot of fun – Even in this virtual world, we're constantly looking at reinventing how we're connecting with each other. The transformation you will experience. The Digital Account Director is responsible for leading and managing the digital operations with five key deliverables:

1. Be your clients go to digital advertising expert, and be the figurehead for brand and performance media in your team. Holds in depth knowledge across all digital media channels and platforms, and can effectively plan and buy these.
2. Leads and Manage the outputs of your team: from planning, implementations, optimization, reporting, & billing. You will manage your team to deliver to deadline and with 100 % accuracy.
3. Trains and mentors the digital team in all areas of digital media planning and buying.
4. Leads digital planning responses on key briefs, and new business. Drives innovation and trialing of new digital media.
5. Works closely with the Digital performance team on operations outputs.

Your scope will include:

- Vital role in controlling the day-to-day operational effectiveness and efficiencies of the team. Delegating, Task Managing up, down and across well.
- Work closely with Digital Ads and offline AD's on overall management of teams and clients to deliver happy clients; and efficient, effective, happy and motivated teams.
- Always be involved in upstream responses to briefs and bigger strategies. Quality control implementation responses and plans.
- Has and develops a POV around performance and brand recommendations and developments.
- Manages media negotiation for the team: make sure staff are using deals as starting point and are negotiating our media buys and we are developing PMPs/programmatic firsts where possible.
- Expert on all key systems and tools.
- Be mindful and work with HOP on the commercial effectiveness of your team- man hour allocation, utilization of deals, selling of wider PM and Zenith services. Oversee and quality control adherence to deals, negotiations and timely and accurate billing and reconciliation.
- Has knowledge across all areas of Digital and Performance channels, across planning, buying, optimisation and reporting.

What you're looking for:

- A supportive and collaborative culture.
- Clients who are open to be challenged and working progressively.
- Fulfil your career ambitions in a business large enough to accommodate them - we have one of the best mobility programs GLOBALLY!

What type of person will be successful in this role?

- 7+ years minimum experience in digital media or marketing.
- Must have an excellent grasp of Performance media (planning and buying).
- Must have experience and

working knowledge of performance media platforms – From Ad servers to DSPS/bid management platforms, analytics, view ability tech and audience planning tools such as Nielsen. Strong team management and leadership skills. Has proven abilities in mentoring, training and developing high performing teams. Strong communication skills (written and verbal). Can confidently present, and construct well substantiated digital media strategies. We recognise balance and difference is important in all business. We encourage you, whatever your background, gender, religion or sexual orientation to apply. If you need other considerations or adjustments, please highlight in your application and our Recruiter will be in touch.

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