

## Director of Acquisition Marketing

### (Company Introduction & Description)

We are seeking a senior director of acquisition media who will be responsible for developing and executing high-level media vision and strategies with the goal of achieving measurable results for our portfolio of brands. This individual will be leading our media team in strategy, planning, tactical execution, implementation, optimization, and performance analysis for all paid campaigns. They'll build and foster a team that carries out the media strategy – driving creative thinking and best in class execution.

### Responsibilities

- Lead the display & video, paid search and paid social teams through excellent communication, analytical thinking, and team building skills
- Collaborate on strategic planning and then execute on the plan to drive customer acquisition through a multi-channel approach
- Drive sales conversion, CAC, LTV, and other KPIs
- Stay apprised of new technologies and trends and a keen understanding of the digital landscape to incorporate into media driven solutions and business-building ideas
- Work cross-functionally to align on strategy and ensure efficiency of marketing campaigns
- Use data to test, analyze, forecast and deliver insights into all performance marketing initiatives on a daily, weekly, monthly and longer-term basis

### Requirements

- B.A. / B.S. in Marketing or Business Administration.
- 10+ years of experience in media buying/bid management; 5+ years of experience in campaign management
- Strong analytical skills with a high level of curiosity and ability to problem solve
- Proven track record delivering high growth results through multi-channel strategies
- Expertise in and passion for digital channels including programmatic, display, mobile, online video, CTV, paid social, PPC, and more
- Experience with digital campaign management tools, including ad-serving, tracking, and dashboards (Experience with SA360 and DV360 preferred)
- Experience with lead generation activities, media planning, website analytics (Google Analytics or Adobe Analytics), and SEO is a plus
- Inspiring leader with an ability to mobilize, supervise, and motivate diverse internal teams and external agencies