

eCommerce Media Director

(Company Introduction & Description)

This employee is responsible for driving strategy for all things paid media within an eCommerce ecosystem, ensures the program meets client objectives and helps grow their online business. This role will develop strategy and plans to execute media most effectively across eCommerce including Amazon (Search and Display), Instacart, Shipt, etc. as well as omni-channel Retail Media platforms, including, Kroger, Walmart, Target, and retail networks such as Criteo and Quotient. The eCommerce Media Director will also be a key leader both internally and with clients to address the changing ecommerce media landscape and how to ensure performance is hitting stated revenue, sales, and online goals. Proven excellence and experience in online retail digital media required. A background in shopper marketing and in-depth knowledge of retailer landscape is a plus.

Responsibilities:

- Responsible for the creation and implementation of comprehensive eCommerce media plans including strategic approach, budgeting, presentation creation, campaign set up, e-commerce bidding and optimization strategies and reporting templates
- Foster strong relationships with clients through client interactions such as status meetings, recommendation presentations, quarterly business reviews, etc.
- Showcase ability to leverage research, segmentation information and data to formulate strategic media plans that will grow client business
- Lead the eCommerce media practice across accounts to streamline omni-channel strategies with key retail partners, apply learnings, establish agency processes, and best practices
- Responsible for presenting strategic recommendations, soliciting feedback, and ensuring team can execute on strategy to effectively hit goals
- Maintain collaborative and professional interpersonal relationships across all levels of the organization--within Media team, with other disciplines within the agency and with external contacts
- Offer guidance, support, and proactive solutions to the team in regard to problems which arise in the media planning and buying process
- Able to manage timelines, projects, and personnel within direct report team and across cross- functional teams
- Mastery of all relevant tools for reporting, analytics, and competitive analysis
- Achieve/maintain visibility and credibility within the agency, client base and with media partners
- Self-motivation and organization are key given coordination with multiple internal and external teams

- Actively contribute to account strategy, including annual budget development, KPIs, partner selection, new tactics, and tracking industry developments.
- Participating in new business pitches and presentations where required to do so

Qualifications:

- Bachelor's Degree or equivalent experience, plus:
- 5+ years of hands-on experience in digital media with a focus on retail media and eCommerce
- 3+ years of previous management experience preferred
- Deep Amazon media experience required
- A background in shopper marketing and in-depth knowledge of retailer landscape is required
- In-depth experience with Amazon and Walmart is a must; familiarity with platforms like Criteo & Quotient is a plus
- Knowledge of activation & optimization techniques across Retailer Media and ecommerce platforms
- Deep knowledge of ad serving platforms and online analytic solutions
- Technically strong quantitative skills, including analytical abilities and math proficiency
- Demonstrate critical thinking and problem-solving abilities
- Demonstrate curiosity for the omnichannel/digital landscape, including trends and technologies
- Excellent interpersonal skills
- Ability to sell ideas clearly and deliver value
- Excellent communication skills (written and verbal)
- Collaborative approach to working
- Organized and detail-oriented, able to maintain attention to detail while managing multiple projects
- Solution-oriented in the face of adversity
- Positive attitude towards the role, the department, agency and its clients
- Professional team player who takes ownership of assigned tasks and who seeks and accepts other responsibilities as appropriate