

Director – Digital Strategy

JOB DESCRIPTION

The ideal candidate has a deep passion for integrating creative tools and digital strategies into multi-pronged communications and public affairs campaigns that will use digital storytelling and persuasion to deliver on our core mission: inspire change, solve problems and create lasting impact.

This leader will be responsible for: advising world-class clients on digital and marketing strategies; overseeing all digital client work; managing the internal digital functions of the agency, including managing a small team and maintaining a strong bench of appropriate vendors and contractors; maximizing productivity; training and mentoring internal talent; and driving the development of new business opportunities.

Our ideal candidate can own, manage and foster deep, value-add relationships with high-profile clients and develop a strategy for attracting new ones; think and implement quickly, accurately and creatively in a fast-paced environment; has an effective, creative and ever-expanding toolbox; has a strong focus on digital strategy development; can triage priorities; and can serve as a valued extension of our clients' teams.

Nyhus thrives at the nexus of business, policy, government, community, politics and media. The Director of Digital Strategy will enhance that focus by developing and driving approaches that leverage digital platforms, technologies, ideas and solutions. She/he will work with the broader Nyhus team to create and execute integrated, strategic, results-oriented programs, build grassroots and grasstops campaigns, and consistently exceed client expectations.

The Director of Digital Strategy will work collaboratively, be passionate about analytics, recommend social and digital strategy with confidence, and stay educated on the latest digital marketing technologies, tools and media platforms.

She/he will maintain a supportive, collaborative and empowering work environment and a culture of high performance for a talented and integrated team of professionals, including overseeing and mentoring mid-level and junior staff members as appropriate.

Candidates should be entrepreneurial and have at least 10 years' work experience, including agency experience where responsibilities included digital strategy, client management, business development and leading others.

The ideal candidate will be a member of the Nyhus executive team, which will include responsibilities such as contributing to the strategic direction and growth strategies of the agency, monitoring and evaluating company financial performance, overseeing staffing and personnel and partner management, stewarding firmwide strategic plans and balancing client priorities.

RESPONSIBILITIES

Client Strategy, Service and Relationship Management

- Serves as senior agency lead on a number of high-profile accounts; leads and directs all digital efforts; brings a value-added approach to all issues and projects
- Juggles multiple client projects and ensures service excellence and results; maintains exceptional customer-service standards
- Works collaboratively to add value to clients by closely integrating with other Nyhus staff and client teams to identify opportunities to use digital and creative strategies
- Demonstrates a strong knowledge of social media platforms and tools and their applications for marketing campaigns; managing implementation of social media and advertising strategies and assessments
- Demonstrates a similarly strong knowledge of marketing automation and other digital marketing tools
- Ensures strategies and tactics are in place to achieve client goals and satisfaction; evaluates impact through qualitative and quantitative metrics and relays metrics and value of digital campaigns to clients and team
- Manages and nurtures existing client relationships and ensures that relationships are continually deepening
- Develops and oversees marketing materials for Nyhus and our clients
- Leads development and execution of thoughtful and effective strategic marketing, corporate responsibility and social media plans that maximize results for clients tied directly to the clients' business objectives
- Leads and manages Nyhus marketing and social media plan and team, elevating Nyhus position in the marketplace and key corporate responsibility initiatives
- Develops and presents marketing plans that address business goals, situation analysis, challenges, solutions, measurement criteria and budgets

Business Development

- With fellow Executive Team members, serves as a key leader in business development strategy and execution, with a particular focus on implementing marketing strategies to support Nyhus business development initiatives
- Drives organic growth and new opportunities with existing client base by growing client engagements and budgets
- Participates in, and encourages the development of, target sectors, on both local and national levels

- Actively engages in community, nonprofit and industry organizations to generate business leads
- Manages teamwide marketing campaigns and initiatives to grow the agency

Team Leadership and Development

- Leads and develops internal and contract support to extend and grow digital marketing capabilities; ensures effective client management, service excellence and individual team member accountability and career development
- Maximizes utilization of team members through day-to-day leadership, one-on-one management, employee goal-setting, participation in peer and other reviews, development plans and effective recruitment
- Encourages and creates a positive working environment that reinforces the importance and value of each team member's contributions and of team collaboration
- Encourages and trains account teams on managing and growing business as well as Nyhus business practices
- Works with executive team to develop and implement company policies and procedures; reinforces Nyhus values, ethics and culture
- Participates in cross-team special projects as needed

Financial Management and Oversight

- Ensures that client budgets are developed and managed appropriately and client billings are accurate
- Communicates effectively and clearly to client on budget status and projections
- Maintains team billability and productivity requirements; monitors for account profitability; tracks billable time daily, precisely and consistently
- Works with Director of Finance to ensure client budgets are comprehensive, actual costs are monitored and approved, and billed account receivables are collected in a timely manner

QUALIFICATIONS

- 10+ years of digital marketing and creative strategy experience in a communications or marketing agency, consulting firm, governmental agency and/or corporation
- Minimum of 5 years' experience in supervisory roles
- Solid understanding of web design and SEO, and ability to create, use and implement various digital platforms
- Has deep understanding and proficiency in digital visualization and analytical tools, including Google Analytics, Adwords, and Tableau, that can be used to communicate with both team and clients,
- Marketing automation proficiency in Marketo, Campaign Monitor, HubSpot and other social integration tools

- Proven record of advising C-level executives on digital communications and advocacy strategies
- Proven record of designing and implementing successful digital strategies in a corporate, political or governmental capacity
- Proven record in successfully attracting and growing new business and has demonstrated excellence in digital strategy and plan development and consultative selling
- Solid experience and understanding of social media and how it relates to communications and advocacy campaigns
- Strong ability to produce accurate work under tight deadlines
- Ability to successfully multi-task
- Excellent written and verbal communications
- Team player, positive attitude and ability to self-motivate

Nyhus Communications is minority-owned, NGLCC-certified, and committed to creating a respectful, inclusive, diverse environment in which everyone thrives. We are proud to be an equal-opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Nyhus Communications is the 13th fastest-growing PR agency in the world, according to the [Holmes Report's global 2018 rankings](#). Founder Roger Nyhus has been [named as an Outstanding Voice](#) in the Puget Sound Business Journal's Business of Pride awards honoring LGBTQ leaders.

Salary reflects experience. Competitive benefits package. Applicants may be required to take a writing test during the interview process.