

Media Director

Reports to Vice President

Roles and Responsibilities

The primary role of the media director to provide leadership, management and accountability to the Media function of the agency. In addition to the primary function, there are several other areas of responsibility that a media director needs to be comfortable with.

- Vision and Leadership: Ability to manage the team, processes and procedures, and how the media machine works. Provide leadership to the media team by example of expertise, in best practices and guide ethical decisions. Be available to and know your teams hopes and dreams, and ensuring everyone is trained, mentored, inspired, happy, and growing. You need to have passion, dig deep, have a plan, and have a point of view to future proof the team.
- Relationships: Ability to cultivate strong strategic relationships with internal stakeholders, clients and outside strategic partners. Ensures relations are positive and stable by collaborating and communicating regularly.
- Talk Khaki: Ability to speak to business, strategy, and sales goals, and not just media speak. You need to know the client's business, brands, products, services, industry, and competitive landscape ensuring all our work strategically aligns.
- Entrepreneurial: Ability to align client needs with agency services that provide results to clients and profitable business opportunities to the agency. Actively providing new solutions and ideas for additional new business from clients.
- Presenting and Selling: Ability to prepare and sell-in winning plans and presentations that display strong communication skills, that translate marketing targets to media audiences, and integrate strategy with viable media execution.
- Relevant Curator: Ability to understand and speak in an educated way about current trends in media, industry and digital technologies. Have an understanding of what's new, on trend and relevant in our world and how it might be applied to our client's work.
- Resourcing: Ability to balance team workloads including how to get the work done, who is best to do it. Know where the work is going, why, and how to use the media process work to make the agency profitable.
- The Craft: Ability to be a working member of the media team. You have to keep up, be ever present, pushing yourself and others, by being aggressive and a go getter.