



VICE PRESIDENT, DIGITAL

As the Vice President of Digital of this full-service sponsorship marketing agency, you will serve as the digital marketing authority and connect strategy to performance. Along the way, you will provide expert guidance to our clients and lead the team to create industry-leading work by innovating methods, leveraging tools, and optimizing campaigns. You will bring considerable technical, functional, and product expertise to oversee effective solutions for our clients. With your self-motivated and dynamic leadership, you will partner with your colleagues to develop and execute growth strategies that will elevate us to a world-class digital agency.

What you'll do...

- Lead client engagement and deliver captivating digital marketing campaigns with measurable demand generation.
- Ensure seamless integration between digital activities and other program elements.
- Partner with Account Leads to effectively present strategies and data that drive innovation and results, and develop actionable solutions and methodologies.
- Contribute to business growth by developing and maintaining relationships with decision makers at key clients, and prospective clients.
- Participate and lead aspects of the proposal development process to represent our trendsetting digital solutions.
- Build, lead and mentor an exceptional digital team that is founded on trust and collaboration.
- Become a recognized thought leader by building your network and participating in relevant conferences, speaking engagements, and publishing articles.

What you'll bring...

- A minimum of 12 years of relevant digital, analytics, technology consulting and/or marketing leadership
- Bachelor's degree in Marketing, Statistics, New Media or Advertising is preferred, or equivalent work experience (advanced degree such as MBA welcome)
- Demonstrated experience in client relations including understanding and assessing a client's business needs and providing solutions to meet those needs through successful digital programs/campaigns
- Experience with cross-channel and/or full-funnel strategies, including traditional and digital advertising, direct response programs, email, website development, mobile, search, e-commerce and social media
- Experience building and managing a cross functional digital marketing team
- Experience working with key digital technology and tools.
- Balances creativity with being accountable for the client's investment. Strong budgeting, planning and resource management skills.
- Strong ability to navigate ambiguity and manage competing priorities.
- Excellent written, oral and presentation abilities that allow you to communicate complex ideas in both technical and user-friendly language
- A consummate team player who brings a passionate, positive and high-energy approach to client service and delivering results.
- Innate curiosity, insight into human behavior, and an instinct for popular culture and emerging trends

Posted: Dec 15, 2017

Deadline: Jan 26, 2018

Process: Please send your résumé to connectwithus@lighthousesearch.ca by January 26, 2018.
Only those candidates short listed for an interview will be contacted. Thank you.