



Title: Director, Digital Strategy
Department: Strategic Marketing and Communications
Reports to: Chief Marketing Officer
Status: Full-Time, Exempt
Location: Overland Park, KS

Elevate Your Career at CreativeOne!

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

We're Building a Better Financial Future, Together

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you are ready to be a part of a team that's shaping the future of financial services, we would love to hear from you.

Position Summary: We are looking for an experienced and results-driven Director of Digital Strategy to join our awesome marketing team and lead our digital division! As the Director of Digital Strategy at our company, you will be responsible for planning, implementing, and managing the overall digital marketing strategy for our company and our clients.

The ideal candidate excels at marketing strategy and implementation, project management, creating processes, analyzing, and solving complex problems while leading a team in a fast-paced, dynamic atmosphere. We are expecting you to have experience in all things digital and a big passion for digital technologies and utilizing different digital marketing channels based on the strategy and objectives. To be a successful in this role, you should possess excellent marketing, communication and organizational skills and demonstrate strong leadership abilities.

Digital marketing strategies are extremely important for our company's success, so your role will play a crucial role in achieving our business goals and objectives as well as helping our clients grow their businesses.

We are looking for a person who:

- Is an innovative, strategic thinker and enthusiastic storyteller.
- Shows natural leadership abilities and possesses strong communication skills.
- Embraces new technology and follows current and future trends.
- Understands how effective digital marketing strategies create engaged customers & drive new opportunities.

Duties and Responsibilities include, but are not limited to:

- Organize and lead digital marketing team to build, plan and implement the overall digital marketing strategy for our company and our clients.
- Manage and oversee all digital marketing channels including websites, email, social media, SEO, paid media, etc.
- Oversee digital marketing performance. Performance includes client results and client satisfaction targets.
- Collaborate with leadership on pricing of digital marketing services, packaging of services, optimizing proposals, and assisting sales in closing new business.
- Provide robust reporting and data analysis to communicate on ROI and KPIs, identify trends, and proactively identify problems or opportunities.
- Lead the performance management process that measures and evaluates progress against goals and testing strategies and optimizes spend and strategies accordingly.
- Manage the daily performance of the digital marketing team. Use good meeting and project planning practices to drive focus and results.

- Manage individual performance by establishing annual objectives for each employee and provide ongoing coaching and development.
- Develop and implement a strategic plan for a rapid scaling of operational capacity through automation, process improvements or other productivity measures while maintaining high-quality standards, rapid response times, high reliability, and cost-effective operations.
- Keeping abreast of the latest consumer and marketing trends, best practices, AI tools and advancements in technology.

Critical Skills Sought

- Demonstrated ability in mentoring and coaching a team, providing vision, motivation, and guidance to others on the team or throughout the organization.
- Excellent communication skills with the ability to express ideas and constructive criticisms concisely and persuasively, both orally and in writing, to a variety of constituents.
- Demonstrated project management, time management, and organizational skills, with the ability to manage details of multiple and complex projects within firm schedules, set priorities that accurately reflect the relative importance of activities or job duties.
- Innovative thinker, with an impressive track record for translating strategic thinking into action plans and output with a “roll up the sleeves” mindset, and drive to accomplish what is necessary.
- Demonstrated integrity, dependability, sound judgment, teambuilding skills, and resourcefulness to establish and maintain collaborative, positive, and effective working relationships with multiple and diverse groups.

Our Core Values

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act with Integrity*
- *Collaborate Courageously*
- *Evolve with Purpose*

Preferred Background/Experience

- Bachelor's degree in advertising, marketing, digital media, or similar.
- 7+ years of experience in developing and implementing digital marketing strategies.
- 3+ years' experience leading a team with progressive general management responsibilities in a high-paced, rapid-growth environment.
- Excellent understanding of digital practices such as SEO, SEM, SMM, and PPC.
- Proficiency in digital marketing and analytics tools such as Google Analytics, Google Ads, Facebook Business Manager, website and landing page builders, automation and email platforms, CRMs, etc.
- In depth knowledge of different digital marketing channels and best practices.
- Experience in A/B and multivariate experiments, managing performance-based advertising campaigns and optimizing landing pages and user funnels using analytics and data.
- Highly organized, with a willingness/ability to work under pressure, manage multiple projects and changing priorities, and meet deadlines and respond to changing deadlines.
- Sense of ownership and pride in your performance and its impact on company's success.
- Proven analytical skills, able to assess opportunities and make decisions on ROI/advantages of programs & investments.
- Track record of delivering strong results and innovation.

This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities.

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