



Job Description

Role: Digital Strategist
Reporting to: Head of Planning

Role:

The Digital Strategist will be responsible for responding to all media briefs and successfully selling and executing varied forms of digital advertising for product-led and content-led campaigns across VICE owned and operated sites as well as partner sites.

The role requires you to have interest in digital innovation and present VICE as an ideal cutting edge partner for advertisers. You will help brands find the right audience and environment for their campaigns across VICE's vast user base. You will work closely with the ad-operations team, sales team and the content solution's team to manage client direct deals as well as agency sold deals for the UK business.

You will have a pivotal role in an expanding digital strategy team responsible for effective monetisation of VICE's digital inventory and introducing new technology platforms to internal sales teams as well as partner publishers.

Responsibilities:

Media Strategy:

- Develop activation strategies for content-led campaigns with special focus on:
 - Content Syndication, Social, Search, Video and Display.
 - Programmatic buying focusing on PMPs, Preferred Deals and Programmatic Guarantee.
 - Assets Availability.
 - Retargeting opportunities.
 - Research Study.
- Have visibility on digital ad products and other technology partners that can help enhance the digital strategy.
- Create effective reporting templates to communicate performance metrics on campaigns and optimise along with the Ad Ops team.
- Establish a strategy and approach for tracking and data capture to maximise accountability and provide insights for future marketing.
- Work with analytics teams in Marketing to extract insights, help clients identify business opportunities and set smart goals. Facilitate use of data in planning and delivery.
- Host ideation sessions with relevant departments to develop creative media ideas that bring the strategy to life and demonstrate VICE's ability to deliver creative media solutions in data, technology and content.
- Be adaptive and inventive in terms of planning solutions.
- Have a hands-on approach in a crisis management situation and provide short-term and long-term solution to avoid any issues in the future.
- Help the Head of Planning develop the digital strategy framework for 2016.

Planning & Buying

- Take responsibility for the planning and selling of the Local/International media schedules, which would involve a thorough understanding of VICE O&O distribution capabilities.
- Digital planning and buying for multi territory campaigns with small to large budgets, maximizing exposure to target audience and with the objective to ultimately drive traffic and engagement to advertisers' sites.
- Be able to plan and execute all different types of digital channels from display, search, mobile, social and affiliates.
- Detailed knowledge of Adwords, Facebook Business Manager, Google Analytics, and marketing analytics tools such as Comscore, Quantcast and potentially popular DMPs such as Krux.
- Basic working knowledge of DFP.
- Rudimentary knowledge of SSPs such as Pubmatic, Rubicon, Appnexus etc.
- Campaign management, analysis and reporting of campaigns with support of a senior planner.
- Provide recommendations to optimise and adapt digital campaigns according to DFP delivery, data insights and analytics.
- Be extremely analytical and deal with data from differing data streams and pulling them together and presenting insights from them.

Campaign Management

- Be the client facing digital contact for VICE and deal with all questions, issues related to campaigns with help from the Head of Planning and Senior Planning Manager.
- Be the key point of contact between the Sales Rep and the Operations team so iron out and manage all campaign issue.
- Update the internal CRM system so all campaigns budgets are correctly inserted and the Finance team are able to bill the client at the end of the month.
- Ensure all barter deals, rebates and additional discounts are taken into account on media plans and updated on the Internal CRM system.

The Candidate

- Robust insight and basic understanding of direct buy vs programmatic buy.
- Knowledge of native advertising preferred.
- Ability to engage with various stakeholders across the sales team, operation team and the creative team. Also manage communication with Partner Publishers.
- Commercial acumen.
- Ability to work to deadlines and create planning processes for future implementation.
- Self-starter, with the ability to work under minimal supervision and guidance.
- Strongly results-driven and able to deliver in a complex, highly demanding environment.
- Willingness to work flexible hours.
- Exceptional analytical, numerical & communication skills.
- Media experience preferred in an agency or publisher set up.
- Advanced skill in the use of MS Excel, Keynote, Power-point.
- Knowledge of ad servers, ad format design studios and Programmatic SSPs.
- Manage and nurture junior executives.

- Proficient at writing case studies.
- Comfortable with running and participating in management training programs.
- Be interested in VICE and be informed of its values.

Other:

- To undertake such other tasks including general administrative duties as may be required from time to time
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV, with the reference “**Digital Strategist**” in the subject line to: ukrecruitment@vice.com. **Please include your notice period and salary expectations in your application.**

We look forward to hearing from you!

If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.