

Haworth

Marketing is our passion, and paid media is our playground!

We're Haworth. The + in our full name – Haworth Marketing + Media – signifies our differentiation as a media team who thinks like marketers. Haworth is a modern media agency – a marketing-led, creative-driven, digital-first company. We value the individuality and independence of our employee shareholders – and with our 50-year history of integrity as a cornerstone, we've built genuine relationships with an impressive roster of clients. Our casual atmosphere is filled with thinkers and doers and overachievers. Haworthians are hard-working individuals who challenge conventions with a whole lot of #clientlove and #haworthdoesgood.

DIRECTOR, MEDIA

Primary Objective of Position: Strategic Lead for Integrated Media Solutions/Planning

Haworth is a company of motivated and enthusiastic marketing and media specialists.

Haworth is the next generation brand-to-business media agency that transforms the bottom line.

We pride ourselves on building data directed strategy, ideating emotionally-charged activations and providing evidence of our success through advanced measurement solutions.

Haworth is searching for a passionate, analytical leader to advance the work of one of our core clients. The Media Director provides deep insight into internal and external factors affecting the client's business, marketing, and digital presence. The Director defines the opportunity space for media, as well as the vision, strategic framework, and specific solutions required to deliver against identified business challenges, consumer needs, and specific business and marketing goals.

As the Media Leader, this highly collaborative role interfaces heavily with internal team leaders, specialty planners and clients throughout the plan development process through to execution.

Success within this position will be marked by leading the implementation of forward-thinking technology, integrated media and digital solutions; building client credibility by developing deep, trusting relationships; and bringing noteworthy, successful strategic next generation media innovation to our clients.

REQUIREMENTS

- 12+ years of advertising experience, with extensive industry relationships and knowledge and experience across new media platforms and channels
- Keen understanding of how to approach multicultural media solutions
- Expert knowledge of online advertising, online strategy, basic digital technology capabilities and partner knowledge
- Proven experience leading strategy and roadmap projects in a complex business and marketing environment
- Experience in consumer-driven businesses
- Strong understanding of user research, user-centered design principles and online consumer behavior
- Ability to clearly and concisely sell ideas and knowledge to clients
- Strong interpersonal skills as team leader and team player with experience managing and training
- Must have a "change agent" attitude; constantly pushing us and our client to new opportunities, approaches, ideas, perspectives, etc.
- Ability to operate and succeed as both an individual and as a team
- Ability to manage and prioritize multiple tasks and responsibilities

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com