

Haworth

Haworth is a high-touch, creative-driven media agency where individuals from diverse backgrounds and experiences contribute to our team. We're a 50-year-old startup—meaning as the media world becomes more complex, we reinvent how to connect with the consumer. What doesn't change is our mission to attract and welcome like-minded talent to a culture where you can grow, learn, and deliver your best work. We're a mid-size employee-owned independent with the hospitality of a boutique agency, backed by the clout and intelligence of WPP/GroupM, the world's largest media investment company. Our clients represent marquee consumer brands across retail, spirits, restaurants, electronics and more. Join us in our Minneapolis HQ where we embrace a hybrid work model as we grow our team of media specialists.

ASSOCIATE DIRECTOR, PAID SOCIAL INVESTMENT

The Associate Director, Paid Social Investment, will be responsible for all day-to-day for the paid social operation's team and activation and be an internal agency main point of contact for paid social subject matter expertise. They will provide strategic direction and leadership within the digital group to deliver the most effective and innovative social media plans.

RESPONSIBILITIES

Assistance with plan development while leading activation, maintenance and optimizations to deliver on key performance measures and business outcomes

- Formulate paid social strategy for client businesses and ensure that recommendations and decisions are consistent with client's objectives and strategies
- Assume lead role in integration of client's social efforts and demonstrate full understanding of client's businesses as basis for all future work
- Evaluate / approve recommendations and presentations before sending to client team or directly to client
- Present and evolve innovative, business building social recommendations within the digital realm
- Assume ultimate responsibility for all implemented programs and campaigns
- Review accounts to ensure that they are operating profitably and efficiently
- Investigate all new opportunities from a broad perspective to determine appropriateness and soundness of idea or company/platform capabilities
- Continually seek innovative and breakthrough ideas, approaches and solutions

TEAM MANAGEMENT & LEADERSHIP

Lead team in paid social activation as well as paid social's role within the media mix and help teams define tactical game plans to set social strategies and developing media plans to address client needs

- Delegate work effectively to coach/lead team while delivering seamless work to client
- Guide and counsel Planner(s) and/or Supervisor(s) on day-to-day activities
- Train team in paid social and marketing disciplines as well as the specifics of the client's business and industry
- Facilitate the development and documentation of best practices for improving operational efficiencies within the team and the group
- Manage team dynamics across direct report lines
- Accurately, objectively and constructively evaluate performance of team via talent development process
- Foster an environment which encourages intelligent risk taking, innovation and creativity

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- Advise and direct planning staff regarding strategic points-of-view
- Monitor quality control of daily workflow and that all processes are followed
- Keep abreast of current events, media trends and any target market industry trends that impact client business
- Manage financial aspects of the account budget, staffing, projections, etc.
- Assist in interviewing, hiring, training, mentoring, developing, and evaluating team members
- Provide stewardship advising on all paid social matters that fall within scope of agency assignment
- Maintain strong working relationships with both internal and external contacts
- Keep senior management apprised of key client opportunities, potential risks and other key nuances which affect the health of the business

REQUIREMENTS

- 5 to 7 years of related media planning experience, with focus on team leadership and management
- Bachelor's degree or equivalent experience required; concentration in advertising, marketing, business administration, and/or communications preferred
- Possess and demonstrate excellent understanding of media fundamentals, including media math and communication goals
- Demonstrate strong proficiency with systems/tools
- Excellent quantitative skills, including analytical abilities and math proficiency
- Demonstrate sharp, critical thinking and effective problem-solving skills
- Ability to work within and effectively manage a team, prioritizing and organizing multiple assignments for both self and team direct reports
- Ability to handle conflict resolution situations between team members internal and external to our media
- Ability to handle conflict situations at the client level working to defuse the issue and seek resolution to the client's needs while maintaining Haworth agency values
- Ability to handle ambiguity in situations where not all the data is known but a decision is still required
- Ability to provide and receive feedback
- Adherence to tight deadlines while delivering near-flawless work
- Extremely detail-oriented, with clear and proven organizational skills
- Excellent verbal and written communication skills
- Show ability in training and leadership capability
- Exhibit passion through appropriate participation in team, agency, and industry initiatives
- Demonstrate genuine curiosity and interest in our clients & their business
- Digitally savvy, with specific proficiency at MS Suite: Excel, Word, PowerPoint

Competitive compensation and casual, team-oriented working environment. Qualified applicants please forward your resume and salary requirements to: hr@haworthmedia.com. Actual base salary is determined upon factors such as experience, qualifications, training, certifications, and internal equity. The Company reserves the right to modify this pay range at any time. Base salary is part of a total rewards package that includes highly competitive benefits.