

## Digital Media Director

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Company: Starcom Melbourne

Location: Indonesia

Category: other-general

Publicis Groupe, known for its world-renowned creativity, best in class technology, digital and consulting expertise, is the world's third largest communications group in the world. With more than 90,000 people in over 100 countries, the Groupe has four Solution hubs: Creative with Publicis Communications, Media with Publicis Media, Digital business transformation with Publicis Sapient, and Health & Wellbeing with Publicis Health. Since 2014 and the acquisition of Sapient, Publicis Groupe has undergone a profound transformation by scaling a new model connecting data, creativity and technology. We have continued on that journey with the 2019 acquisition of Epsilon to further scale our data led offering and provide true momentum to our clients own transformation. This model, with a country led approach, is called the "Power of One" and gathers all the capabilities of the Groupe under one roof, putting clients at the core of the organisation. It breaks down the silos between Publicis Communications, Publicis Media, Publicis Sapient, and Publicis Health making them work seamlessly and efficiently to help clients transform marketing and business at scale. Never has our vision and drive for Power of One been as demonstrable as in the role of the Global and Regional Client lead. The Publicis Groupe is a brand led organisation powered by data driven global Practices and has our clients at the absolute core of our business. The role of a RCL is essential for driving growth, for understanding and leading our clients own transformation through delivering the true scale our agencies capabilities. A RCL sets the vision, builds a culture of collaboration and curates a team of experts from our whole Groupe to deliver on that promise. They are true leaders with responsibility for revenue, profitability and leading the relationship with our clients. We could not be more committed

to delivering excellence and we articulate our approach to that as the following;

- **Clients Come First;** The entire Publicis Groupe transformation was designed to put clients at the center of all we do. Their needs and objectives drive the solutions we provide in order to help them win and grow.
- **We are Seamless;** We have created the powerful role of the Regional Client Leader. One person who acts as one point of access and one point of accountability to tap an 80,000-deep pool of talent - free from silos, legacy, and convention.
- **We are Frictionless;** We have unified P&Ls and removed all operational barriers that enable true collaboration.
- **We are Modular;** The core benefit of our new organization is not only in the depth and range of capability but, more importantly, in our ability to configure situationally; the ability to configure around individual client needs and an open architecture to plug & play world class partners when needed. Modularity is critical as it enables a future proof way for this organization support innovation now and keep pace the changes that show no sign of stopping.
- **We are United;** By fusing together our creative, intelligence, and technology expertise, we are able to provide clients with transformative ideas and consumer experiences, unlike any other agency or holding company in the marketplace.

**Job Description** This role is open to Indonesians only and will require to manage a team of planners and implementers across offline and digital platforms. This role reports to the Managing Director.

**Responsibilities:**

- **Oversee a portfolio of digital media clients, with a focus on strategic vision, team management, process refinement, and financial administration**
- **Manage all projects to ensure the highest level of quality assurance, performance and innovation**
- **Steward client interest in the areas of tracking and delivering measurable results and analytics, market knowledge, and audience insights**
- **Promote when appropriate, the use of other agency services - research, technology, creative, etc. - in executing the media campaigns and cohesive programs**
- **Stay well versed in new technologies and trends in order to apply them strategically to the client's business as well as proactively construct business-building ideas**
- **Relationship Development**
- **Work collaboratively in planning sessions regarding client strategy and approach, providing leadership, consultation and acting as a voice for digital media**
- **Establish and manage relationships with senior media clients as well as be a key agency contact and resource for clients across other disciplines/departments**
- **Partner with other brand agency leads to deliver unified cross-platform strategies and ideas**
- **Collaborate with agency cross-functional teams to deliver cohesive business solutions and strategies**
- **Manages workflow, efficient and profitable servicing of clients, staffing levels, fosters healthy team structure, team assignments**
- **Manage and**

oversee monthly and end-of-campaign client billing, digital media budget reconciliationsMaintain knowledge of reporting, analytic, auditing, and financial platforms and tools along with their functionalityKeep other agency departments informed about the digital media work produced for clients and best practicesLiaise with high-level brand representatives including VPs and CMOsEnforce established agency policies and procedures; work continuallyAssist in new business efforts as neededProvide leadership/motivation and convey the vision and values of the agency to media staffCritiques conducts reviews, and performance evaluation of media team to ensure that effective, efficient and profitable staff operations are maintained; working closely with Associate Media Directors and other assigned staff to provide mentorship and guidance to the teamServe as point of escalation for client issues and concernsQualificationsRequirements: Bachelor's Degree8+ years digital media across all platforms: display, search, mobileAt least 3 years' experience at the associate director level or equivalentProven track record of flawlessly managing issues, teams and clientsDesired CharacteristicsOutstanding attention to detail and organizational abilities, ability to troubleshoot and provide feedback, guidance and solutionsAbility to prioritize and organize issues/projects for self and entire teamAbility to manage large project with exceptional project management skillsExcellent communication skills and ability to effectively and diplomatically manage client relations and expectations

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