

Job posting for director of Advertising

Overall Objective

The director of Advertising grows revenue for the agency through paid media buys – via new accounts as well as additions to existing business; development of media team capabilities and expertise; allocation, planning, tracking and optimization of media spend; and coordination of fully integrated, multichannel campaigns.

The director expands the agency's capabilities by maintaining up-to-date knowledge of the fully integrated media landscape and a fluency in advertising and marketing analytics to guide decision-making and measure performance. The director manages a team of media buyers to coordinate media planning efforts in collaboration with account supervisors and other service line directors, including creative services, digital engagement and integrated marketing.

The director will have a minimum of eight years of experience managing teams and serving in leadership roles at advertising/marketing/strategic communications agencies.

Core Responsibilities

- Work with partners and senior staff to expand and evolve advertising service line(s) and book of business in sustainable, appropriate ways.
- Direct media buyers in the planning, implementation and optimization of all traditional and digital media plans.
- Work with account teams to ensure media plans are aligned with clients' marketing objectives and efficiency targets.
- Work with media buyers and vendors to manage the analysis, negotiation and purchase of advertising channel opportunities – including print, digital, outdoor, television, and radio/streaming audio, etc.
- Develop KPIs for advertising plans and work with media buying and account teams to measure, track and optimize buys accordingly.
- Help develop reports and presentations to explain outcomes and optimization of buys.
- Remain alert to opportunities to grow billings on existing accounts.
- Build rapport and strong partnerships with colleagues in creative services, digital and marketing to ensure clients' business goals are met, communications programs are integrated and internal capabilities are fully leveraged.
- Contribute to proposals and pitches for new business by generating estimates as well as crafting valuable strategic direction.

Agency Leadership

- Serve as a subject matter expert inside and outside the agency by developing professional development training opportunities, being a speaker at professional events and contributing to the agency blog.
- Serve as a mentor and trusted adviser to junior staffers, colleagues, clients and community members as sought.
- Represent the agency on professional boards and through community organizations.
- Network strategically and identify opportunities to bring in new business.
- Identify areas where technology or other resources can streamline operations and improve experiences for internal teams and clients.

Administration

- Maintain accurate records of client expenditures, team members' time utilization, billing information, client contacts, etc.
- Manage and communicate staff schedules with internal and external stakeholders.
- Work with IT and other appropriate stakeholders to maintain security standards and protocol for client advertising data, analytics dashboards, SaaS accounts, etc.

Required Professional Experience

- Bachelor's degree in advertising, marketing or related field
- 8-plus years of integrated media planning experience
- 5-plus years in a direct supervisory role
- Experience with most of the following media planning tools: TNS, Scarborough, Media Monitors, Nielsen, Arbitron, Tactician, Kantar, Strata and Simmons
- Fluent in advertising analytics and working knowledge of commonly used BI dashboards/SaaS
- Excellent presentation and writing skills

To Apply

Submit a cover letter with salary history and a resume via the "Apply Now" button at mpf.com/join-the-team.

About MP&F

MP&F is an internationally recognized, full-service integrated communications firm based in Nashville, Tenn. Our clients work in a variety of industries – including health care, hospitality and higher education. We were established in 1987 as a one-person consultancy and today are a team of 70-plus strategists and specialists from myriad professional backgrounds and walks of life. When you join MP&F, you are joining a culture of excellence, hard work and success.

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