

True Action Network

Position: Director, Digital and DTC Marketing - NYC **Date:** 1/3/12

Location: New York City

Reports to: VP/Director, Marketing

The Company

True Action Network is rapidly growing full-service digital & interactive marketing and design agency focused on driving quantifiable consumer actions that result in profitable transactions. We are the leading **Performance Marketing** agency in North America and serve over 60 clients including many of the world's leading consumer brands. Unlike the vast majority of our competitors, we always strive to share risk and reward with our clients through a highly compelling revenue and profit share business model. In short, we are focused on driving measurable results for our clients.

At True Action Network we design and deliver highly effective solutions thanks to our deep understanding of strategy, design, marketing, technology, user research, analytics, and measurement. True Action Network's three North American offices are located in New York, NY, Philadelphia Metro (King of Prussia, PA) and Los Angeles, CA. With over 300 marketing professionals, spanning various disciplines and backgrounds, we have become a force to be reckoned with in the marketing services industry.

True Action Network is part of GSI Commerce's Marketing Services division that recently ranked among the Top 15 U.S. Digital Agencies by Advertising Age (ranked as "GSI Interactive Marketing"). GSI Commerce, an eBay company (<http://www.ebayinc.com>), is a leader in global e-commerce services with over 4,500 employees and 500+ clients globally. You can view GSI's Marketing Services offerings at http://www.gsicommerce.com/marketing_services

The Role

The Director, Digital and DTC (Direct-to-Consumer) Marketing, manages multiple client relationships in all facets of relationship development, planning & growth and through all aspects of agency service and project delivery. The Director, Digital and DTC Marketing, is responsible for delivering \$2.0-4.0 million in overall agency revenue.

The ideal candidate for this position is expected to demonstrate a clear ability to understand clients' marketing and business objectives, and devises multi-channel solutions (online and offline) to achieve the client's sales goals. S/he is expected to be the central point of contact/face and voice of the agency to clients on a daily basis, demonstrate leadership and consultative vision daily, and solve problems swiftly and correctly. S/he must build and grow deep relationships. The Director, Digital and DTC Marketing is ultimately responsible for the overall client satisfaction, quality of service, and on-time, on-budget completion of the agency's services for all of the clients they oversee both directly and indirectly. The Marketing Director will be expected to contribute to the overall culture of the organization and be a catalyst for positive team building and morale. The Marketing Director will also ensure that they and their team members are communicating effectively across all aspects of the organization.

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Success Criteria

While it is fully recognized that all success is dependent upon a concerted team effort and partnership with the appropriate team members within the organization, the primary performance metrics for this position will be:

- Develops and cultivates relationships with Clients at the mid and senior levels
 - Deliver the highest levels of client satisfaction across all accounts under management
 - Ensure that all work delivered to clients is of the highest quality and meets all of the client's objectives.
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Essential Skills & Experience

- Understands the unique opportunities and challenges of the markets in which their clients operate and devise strategy to meet the client's business needs
- Work with all agency departments and the business management team in conducting in-depth strategic Account Planning to guide the agency's approach to client relationships
- Deliver on goals and objectives defined by Account Planning
- Experience forecasting expected sales, and marketing mix and spend required to achieve those sales
- Ability to generate ideas (that is not just for “creatives”)
- History of successful offer management (ex: Buy One, Get One at %XX off) from creation, through implementation, and then with continual optimization in partnership with Marketing Analytics team
- Proven track record of successful implementation of marketing programs through offline DTC channels such as Direct Mail, Direct Television (DRTV), and Outbound Telemarketing (OBTM).
- Proven track record of successful implementation of digital marketing programs through online channels such as Affiliate, Display, Email, and Paid Search.
- Stays abreast of trends in the digitally enabled world and how they affect clients' business and marketing initiatives
- Drive innovation, business planning and development of new agency products and services
- Ensure learning's are captured, the teams are acting collaboratively and all account processes are being rigorously followed.
- Be considered a trusted advisor for all agency-related services

Additional Skills & Experience

- Bachelor's degree
- 8+ years industry experience
- Deep understanding of User Experience, Site performance, and Awareness/Acquisition/Retention strategies, metrics and tools
- 5+ years experience managing large (1M+) accounts across offline and online channels
- 3+ years managing cross-functional teams across a matrix organization

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- Proven ability and experience to act as strategic and execution-oriented advisor to Client as well as internal Executive Leadership
- Superior communication and presentation skills
- Ability and experience with strategic planning, P&L and consultative selling