



Example of Director, Digital Content Job Description

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Our growing company is searching for experienced candidates for the position of director, digital content. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for director, digital content

- Oversee creation of all ad sales integration materials including presentations, one-sheets, re-caps
- Work with programming, production, and development groups to create in show integrated partnership opportunities
- Supervise integration shoots and oversee the drafting of all contracts, deliverables, scripts, the editing & approval process for all partner creative
- Manage client relationships and drive the follow up for future branded content marketing programs
- Ensure that market intelligence is received, analyzed, and utilized in recommending and initiating approaches, which capitalize on market opportunities and trends
- Set strategy, look and feel, and staffing for creating a vibrant USA TODAY NETWORK presence
- Collaborate with teams across the organization to increase video consumption of audiences, and develop and produce digital video content across the USA NETWORK
- Possess strong analytical skills to carry out a metrics-driven approach to content creation and work regularly with the Chief Content Officer
- Oversee effective use of the production budget and manage use of full-time and contract labor
- Partner with Brand Marketing and Product leadership to continue drive and refine how we communicate our Brand mission, personality and athletes on social, digital and online

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- Minimum seven years' branded content and digital sales marketing experience at a reputable advertising agency or for an entertainment/media company
 - Strong understanding of branded content, display and overall digital sales marketing and 360 capabilities
 - Experience in branded content development from the conception to execution of branded content opportunities for clients
 - Strong background in digital marketing including strategic approach to rich media, native advertising and interactive advertising
 - Deep understanding of different Branded Content capabilities and styles of branded content
 - Skilled in multi-tasking, managing deadlines, and prioritizing all within a fast-paced environment