

Job Description	
Position	Digital Director
Department	Activation
Reporting to	Head of Partnership Services

Role overview

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work, loyal team members and long-term clients. As we continue to broaden our diverse range of capabilities, we are looking for an exceptional individual who can lead our Digital Department.

Objectives

- Strategically advise existing and prospective clients of digital activation opportunities clearly explaining how they can deliver a strong return on investment
- Creatively and commercially devise initiatives and campaigns for brands and rights holders alike that truly engages their audiences and achieves their digital objectives
- Lead the development of Right Formula's digital team and its support to the current team
- Support the development of the business across all aspects of digital analytics, reporting and evaluation
- Define and oversee the implementation of a company digital strategy at the direction of the Head of Partnership Services
- Work closely with the Right Formula commercial team to identify and recommend appropriate digital activities for prospective clients, as part of the company new business outreach
- Build a 'trusted team player' status internally

Key Responsibilities

- Use knowledge and skills to pitch and deliver innovative and effective digital strategies and campaigns with specific KPIs/deliverables for current and prospective clients
- Provide outstanding client servicing through appropriate use of digital tactics and tools
- Manage the development and execution of clients' digital strategies as they link to their overall partnership ambition
- Day to day liaison directly with the client on all digital elements of their partnership in order to build a 'trusted adviser' status
- Generate accurate analysis, reports and status notifications, including feedback and ROI reporting on the relevant activity
- Manage the delivery of projects to a specific schedule and within an agreed budget
- Manage the Digital Team, ensuring that no piece of work is delivered below the high standards expected of Right Formula and our clients
- Oversee the creation of digital content for Right Formula's social media channels
- Work alongside the Commercial department to propose and present appropriate digital strategies for prospective clients during competitive pitch processes
- Independently identify new business opportunities for Right Formula
- Represent Right Formula and its clients in a professional manner at all times

Skills and Experience

- 8+ years' experience in digital, preferably with a brand or agency in the sports and/or entertainment industry
- A track record of developing and delivering digital strategies for brands and/or rights holders

- An in-depth knowledge of digital products including apps, chatbots, plug-ins and virtual hubs
- Experience in branded content creation and distribution across a variety of digital and social channels
- Experience working with influencers (sport and lifestyle/consumer) on behalf of brands and/or rights holders
- Experience in complementing live events with digital activations
- Solid understanding of digital analytics, reporting and evaluation tools
- The ability to multi-task: managing time, resources and budgets appropriately across multiple activities
- The ability to write compelling copy (short and long form)
- First class inter-personal skills, with the ability to develop relationships with internal and external stakeholders
- Ability to manage difficult situations and advise company management within your organisation
- A demonstrated understanding of the role sponsorship plays within the marketing mix and a persuasive and confident approach to developing and delivering digital elements to partnership activation
- Strong attention to detail and excellent written and oral communication skills
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Ability to work independently while delivering high quality work on deadline
- Enthusiasm, energy and an innovative approach to the role
- Willingness to work flexible work hours, including weekends
- Working knowledge of full suite of Microsoft Office products