



## **DIRECTOR OF CHANNEL STRATEGY**

### **Description**

KSV is on the hunt for an experienced Director of Channel Strategy to lead and manage a team of channel specialists and partner with group leads to develop fully integrated, data-informed, and effective marketing solutions for our clients. This position requires a deep understanding of the customer, markets, competition, trends, business goals, product knowledge and strategic planning across multiple marketing channels. This role is responsible for designing channel strategies across all channels and customer touchpoints for our clients. You must have experience in planning across media and channels for both B2B and B2C audiences and the ability to develop and manage campaigns that generate measurable ROI.

Sound like an adventure you could be up for? Let's chat. Submit your resume to Erin Fagnant, [efagnant@ksvagency.com](mailto:efagnant@ksvagency.com).

### **Key Responsibilities:**

- Lead the building, development, and delivery of strategic omni-channel marketing plans.
- Present plans with confidence to clients and new business prospects and defend recommendations with solid, strategic rationale when challenged.
- Act as a subject matter expert, particularly in the areas of digital marketing, DMPs and CRM. Continually monitor current marketing trends, new technology solutions, and competitive strategies – and then translate them into new marketing ideas for clients.
- Show a strong understanding of differences in marketing to customers in different verticals and environments.
- Define channel targeting strategy, identify and prioritize audience segments to best support client objectives.
- Lead channel budget allocations for all channels assessing anticipated ROI of investments.
- Manage team members to deliver projects correctly and on-time.
- Collaborate and develop relationships with clients, internal teams and partner agencies to understand the feasibility of cross-channel recommendations / plans.
- Identify key data points and measurements to show the impact of our approach and strategy on the client's business.
- Ensure excellent data insight, management, and quality strategies are implemented for the client.
- Monitor performance of marketing plans against client objectives and be able to make recommendations to optimize.
- Lead the team in the development of client reports.



## Team Leadership:

- Oversee team of channel specialists and partners to determine the best resourcing for client needs.
- Create a positive, collaborative team culture and lead by example while developing, motivating and coaching the team.
- Conduct regular one-on-one, 360 feedback and development plans with direct reports.
- Share knowledge across the team and ensure ongoing personal development.
- Be an advocate for new and/or more efficient ways of working.

## Qualifications

- 5 - 8+ years' experience in data driven marketing – specifically CRM / email / Online media / Offline media
- 3 - 5+ years working in an agency or consulting firm
- Experience effectively managing and mentoring others
- Hands-on skills using data and research to drive decisions
- Strong writing, presentation and client facing communication skills
- Experience translating data analysis into actionable recommendations and presentations
- Attention to detail and the ability to incorporate internal and external feedback on an iterative basis
- Strong listening skills to understand clients' visible and invisible needs
- Must have superior time management and interpersonal skills
- A desire to take on new challenges, grow and learn every day
- Ability to work collaboratively as part of a larger team in a fast-paced environment
- Desire for feedback that will push your work to the next level

## About KSV

KSV is a collective of creative and strategic thinkers who are committed to a more sustainable existence. As part of the KSV team you'll have the daily opportunity to be part of something bigger than just yourself, because everything we do is filled with a purpose. And that's enough to fill us up with all types of good stuff. KSV is a certified woman-owned B Corp.

### Employee Benefits:

- 401k
- Health, dental, and vision coverage
- Parental leave
- Flexible PTO
- Paid holidays include the week between Christmas and New Year's Day, MLK Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and the following Friday



- Summer half-day Fridays
- Flexible work environment

KSV is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.