

## Head of Digital – Mind Field

Mind Field Advertising & Marketing, part of the Communicorp UK group, is a relatively new advertising agency business offering a comprehensive range of advertising services including research & insight, creative, media planning & buying, digital, voice and audio branding across the UK, from our Manchester and Glasgow offices.

Our creative-led manifesto focused around ‘death to mundanity’, carries through into everything we do, including how we communicate with our clients and with each other. As we grow, we now need to add a vital new member of our team to lead our creative team, our digital client relationships and strategy implementation to help ensure we tick as well as we talk.

### The Role

As Head of Digital, the primary focus is on leading and supporting the digital team within Mind Field and ensuring the effective delivery of client digital marketing campaigns across all digital marketing channels and, managing the people and resource required to achieve this, to the required standard, within agreed budgets and in line with our agreed plan.

As the senior Digital operations person in the team, you will be responsible for liaising with clients on proposals and campaign delivery, preparing client strategies and commercial proposal in partnership with the Commercial Account Director and other senior colleagues within the agency and, managing and supporting digital team members in achieving these objectives.

You will be expected to work closely with, and directly support and manage other members of the Digital team, alongside liaising with the wider Mind Field Advertising and Communicorp UK team as a member of the Mind Field management group. More specific responsibilities include:

- Carry responsibility for delivering the digital revenue targets across all commercial products.
- Lead digital strategy for key clients – help lead client pitches, to win and retain profitable client accounts.
- Manage and support key digital client relationships and act as key point of contact of key digital client accounts.
- Responsible for department integrity - ensure workflow is optimised and accountable.
- Build and maintain competitive and best-in-class products for content solution teams.
- Knowledge of implementation for all products to deliver hands on when necessary.
- Develop the digital team to be motivated, educated and across current industry developments & ensure they contribute effectively and profitably on client accounts and commercial projects.
- Help lead the recruitment, training and development of the digital team, as required, to help achieve agreed company objectives.
- Consult and advise on digital strategy across the wider group departments, when necessary.



### **Team and Location**

You will report direct to Mind Field's Managing Director. This role can be based at our shiny new offices in Manchester or Glasgow, with a mix of office and home working, as required, but, for the foreseeable future based from home.

### **Your Reward**

- Competitive salary based on your skills and experience.
- Team-based bonus.
- 25 days holiday & Holiday buy and sell scheme (+ bank hols).
- Pension & AXA Private Medical Plan, Life Assurance & Income Protection
- Flexible working (some home working in future, as agreed).

We're keen to move fast, so please email us at [people@communicorpuk.com](mailto:people@communicorpuk.com), along with a brief cover note and copy of an updated CV and we can fix a chat to talk through the role and get to know each other.