

Associate Director, Paid Social Brand Nike

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Company: Mediabrands

Location: Netherlands

Category: other-general

Position Summary

NIKE Inc. is the world's leading designer, marketer, NIKE Inc. is the world's leading designer, marketer, and distributor of authentic athletic footwear, apparel, equipment, and accessories. Founded by Bill Bowerman and Phil Knight in 1972, Nike has grown over the last 50 years into one of the most valuable, most loved and most emulated brands in the world, singular in its ability to create cultural conversation within the world of sports and fashion and far beyond.

Nike's mission is to bring inspiration and innovation to every athlete* in the world; a mission expressed every day through product design, digital and physical retail consumer experiences, and brand communications.

Initiative is Nike's and Jordan brands newly-appointed media agency of record for EMEA, responsible for strategy, integrated media planning and activation, measurement, and data & technology services across 34 countries. Kinesso partners with Initiative to create best in class solutions for Nike.

Partnering with Nike is an extraordinary opportunity requiring extraordinary talent.

Our vision is to build the best integrated team connecting brand and performance to deliver best in class outcomes. The Nike Initiative EMEA team will be a highly diverse team, attracting the sharpest emerging and established media experts across all disciplines in the industry. With the chance to grow and do great work people all over the region will see, admire, and respond to.

*If you have a body, you are an athlete.

Key Responsibilities

As Associate Director, Paid Social Brand, you will have responsibility for:

Continual Creation of paid social strategies to identify opportunity for competitive advantage for client.

Manage the development and optimization of upper funnel paid Social campaigns for client

Understanding client goals and how to maximize those measures of success through Social strategies and technologies

Implement Paid social best practices with the team

Liaison between digital channel teams and Comms design teams to help contribute towards a multi-channel approach/strategy

Master, identify and communicate trends in retail and client industries specifically related to Paid Social

Be the trusted advisor to Comms design and channel teams, with demonstrated ability to improve the team relationship, across all levels

Design current and long-term goals and objectives for responsible campaigns, subject to approval by the Director

Manage the overall day to day activity of channel managers and associates and liaises with strategists to ensure key strategies and vision are deployed

Responsible for division of budget - accounting for media spend, agency fees, tracking fees, etc

Create and present case studies, POVs, etc

Experience analysing retail sales reports

Express differences on Media Metrics

Show critical thinking & problem solving on a daily basis

Lead in discussions on attribution, audiences and intent internally and externally

Clear POV on value of eRetail vs D2C and on the future of Paid Social for client

Professional communication with clients, vendors, and partners

Supporting the team leadership and contribute to higher-level strategic initiatives.

Responsible for leading status meetings with vendors, including proactive optimization efforts, and leading all troubleshooting comms (e.g., makegoods, QA/tracking, etc.) under coaching of manager

Proactive optimization efforts and identifying testing opportunities

Desired Skills & Experience

Leadership Skills

Responsible for management of direct reports as well as overall development and success of the team.

Lead, develop and manage staff. Offer guidance support, direction and provide development opportunities.

Ensure team has received all tools and training to tools needed in their roles.

Accountability for team development; this includes utilizing organizational tools such as L&D, creating internal opportunity and challenges for staff, maintaining positive morale, partnering with HR and Directors on supporting organizational objectives.

Cascades information and empowers the team to action.

Desired experience

Extensive experience with within an agency environment required.

3+ years managerial experience preferred.

Advanced/Cutting Edge and strategic knowledge of paid social platforms such as Meta, Snapchat TikTok and Pinterest.

Advanced understanding of accelerating client targets through paid social.

Demonstrable experience working on enterprise level media accounts with large (\$1m+) budgets.

Proven ability to understand high-level client goals and how they translate into strategy when applied via online technologies.

Polished presence and presentations skills.

Excellent writing and storytelling skills with an attention to detail.

Mastery of Microsoft Excel is required.

Working knowledge of Word, and PowerPoint.

Ability to multitask and handle other duties as assigned.

At Kinesso, we believe in the power of connection – connected data, connected identity, and connected ecosystems. In a marketing and advertising world held back by disconnections, we build open and flexible solutions that play well with others and solve real marketing problems for brands and agencies. We do it with our market-leading identity and patented technologies, creating solutions that are responsible to people and that perform for brands. Matterkind is the company within Kinesso focused on activating addressable marketing. Matterkind's approach is to put the audience at the forefront of everything we do, creating marketing that is relevant for people while still delivering results for brands. This is something Matterkind calls conscious marketing, and we believe it should be the only kind of marketing. We also believe you can be conscious and kind while delivering outcomes, which is why we create intentional, high-performance marketing that delivers guaranteed outcomes and results without risk.

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