

Job Title: Director, Digital Marketing

Location: Hiawatha, IA

Job Number: 1218-26

Channel Fusion is the trusted channel partner of America's top brands. We bring the passion to serve and drive local brand demand.

We specialize in providing custom channel marketing technology solutions and high touch channel support services. These services assist corporations and their distribution network to optimize trade promotion funds and leverage branded marketing assets to drive local demand.

The Director, Digital Marketing leads the team that manages turnkey digital solutions that includes social media management, reputation management, directory management, SEM and other digital initiatives of the channel partners of our brand clients. You'll be our thought leader for our digital marketing services with a strong entrepreneurial spirit and bring a passion for relationship building, analytical thinking and emerging strategic digital marketing trends. This position is high profile and demands an accomplished individual who has experience with high-profile accounts and client interaction. Responsibilities include:

- **Business Development**
 - Work with Channel Fusion brand clients to help them onboard products and fulfill digital products for their dealers and distributors.
 - Inspire our existing clients with complementary services we can provide them in the area of digital experience management or employee experience management.
 - Explore new opportunities and develop new business.
 - Ensure visual presentation of brand is executed.
- **Leadership & Operations**
 - Manage, recruit and retain a team of digital marketing specialists. Provide leadership by develop team goals and team members.
 - Support organizational sales and service strategies by developing tools and resources to ensure objectives are met.
 - Manage P&L for group.
- **Strategy**
 - Shape the offering of Channel Fusion's digital marketing solution.
 - Identify trends and insights, and optimize spend and performance accordingly.
 - Brainstorm new and creative growth strategies to acquire and convert buyers.
 - Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- **Client Success**
 - Create measurement opportunities and present performance of all digital marketing campaigns, and assess against goals (ROIs and KPIs).
 - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and client touch points.

Knowledge, Skills, and Abilities:

- Bachelor Degree, Business Administration or relevant experience.
- 6+ Years in Digital Marketing/Media Environment.
- 2+ Years in Advertising or Marketing Industry.
- Track record of leading and developing direct report employees. Able to motivate staff to prioritize work, meet deadlines, achieve goals and work under pressure in a dynamic environment and complex environment.
- Project Management mindset and a track record of driving short term and long term projects to completion.
- Proven record of building and maintaining strong client relationships.
- Ability to present in front of small groups including senior and executive management.
- Excellent interpersonal and communication skills and proven ability to work effectively with all organization departments.
- Ability to understand client digital needs at a strategic level.
- Up to 5% travel as mandated by client.