

## HEAD OF DIGITAL AND CONTENT

### Overview

Troika/Mission Group agilely provides integrated branding and advertising solutions for global brands using emerging technology, data and creativity to deepen engagement with consumers and fans: [www.thismission.com](http://www.thismission.com)

We are looking for an experienced digital, social and content director to join the London office of our integrated creative agency to lead the growth and development of this part of the UK business, and its seamless integration with our other disciplines. We are looking for someone with a strong background in digital and content strategy (including a firm understanding of SEO strategy) to help deliver best in class campaigns. You will need to be able to demonstrate good commercial acumen and be able to drive the profitability of the Content and Digital team.

You will need to be able to devise innovative campaigns for existing and new clients and be able to present and sell these. Providing trusted counsel to our senior clients is a key aspect of the role.

This is also a team leadership role, managing the development of team members and devising a structured plan for growth and expansion of the team.

### We need you to demonstrate

- 6-10 years' experience within a social/digital or marketing communications agency

# mission

**TROIKA MISSION** group

- Established knowledge, interest and experience of working in the social media and content marketing industry with a strong understanding of SEO strategy
- Experience in generating new business leads, identifying incremental business opportunities and overseeing and delivering content and social marketing pitches
- Exceptional client relationship management including client retention, quality of service, organic growth, profitability and client satisfaction
- Commercial savviness with a strong understanding of the commercial context for the social and content industry
- Extensive experience of overseeing content planning and social media management
- Extensive team management experience

# mission

**TROIKA MISSION** group