

JOB DESCRIPTION

ROLE: Digital Solutions Director

LOCATION: NYC

SALARY: \$100-130K



ABOUT US_

At Talon, our purpose is to be the independent agency of choice providing a pioneering global platform for brands to connect with audiences in the outside world. We want to reimagine the industry to deliver greater value for our clients whilst inspiring people and caring for our planet. We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450 people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry and want to continue and expand upon these successes.

OUR VALUES AND HOW WE WORK TOGETHER_

WE ARE BOLD_

As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships

- We embrace change
- We challenge respectfully
- We lead the way

WE ARE HUMAN_

We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return

- We value collaboration and togetherness
- We are empathetic
- We embrace individuality

WE ARE SMART_

Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients

- We grow and learn
- We are trusted
- We are mission possible

THE ROLE_

This role is responsible for overseeing and operating the use of Talon's tools and technology to optimize programmatic DOOH activations. This role oversees the Digital Solutions team and reports directly to the Head of Digital Solutions. You will be responsible for leading key client relationships to drive growth and revenue, while delivering on and exceeding client expectations.

In this role, you will be a key point of contact, both internally with client teams, and externally to agency and clients to develop strong relationships and deliver a deep understanding of their internal processes, priorities and preferences. The primary goal will be to promote their use of programmatic DOOH and Talon's digital solutions through education, inspiration, delivery of strategic, data-driven campaign proposals, and pro-active, insight driven pitches. The Digital Solutions Director will proactively identify opportunities to increase engagement with programmatic DOOH, and ad spend, from digital/programmatic agency teams across the digital solutions portfolio.

You will have a commercial and client-centric mindset which will enable you to shape and drive the growth of our rapidly expanding digital business and team. You will have overall responsibility for your account's programmatic campaign strategy. You will also be responsible for representing Talon's audience targeting tools and interfacing with Talon's product teams to inform strategic feature development and roadmap priorities.

Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

TALON_
Think outside



JOB DESCRIPTION

ROLE: Digital Solutions Director

LOCATION: NYC

SALARY: \$100-130K



RESPONSIBILITIES AND RELATIONSHIPS_

- Be a subject matter expert in Talon's products and solutions including Ada, Talon's DMP & Atlas, Talon's DSP.
- Collaborate with our Client Strategy teams to drive new revenue by identifying expansion opportunities with current clients and new vertical opportunities
- Develop advertiser and agency contacts and cultivate relationships at all levels to influence buying decisions
- Effectively maintain and evolve a developing book of accounts, to deliver and exceed revenue goals.
- Oversee the execution of all aspects of the end-to-end process of creating, delivering, optimizing, and reporting on programmatic campaigns.
- Partner with Talon's software development teams to inform product roadmap and deliver continuous improvements in product capabilities and client experience.
- Partner with Talon's inventory and SSP providers to produce smart, strategic, programmatic media plan proposals for Talon's clients.
- Ensure all digital solutions stakeholders maintain a deep understanding of client and business requirements and expectations around the delivery, pacing, performance, and reporting of campaigns.
- Oversee and effectively prioritize tasks and responsibilities for Digital Solutions team, including: Client Pitches, Campaign Strategy and Execution, Fulfilling Client Expectations, Driving New Revenue
- Continuously analyze and optimize the team's workflow and processes to ensure timely, accurate and effective delivery of campaign deliverables and outcomes.
- Work with the product team to relay client feedback and needs and ensure client needs are weighed appropriately and considered in product roadmaps
- Support Talon's Client Strategy teams with the management and application of Ada (Talon's OOH DMP) to their OOH audience targeting strategies.

CORE SKILLS AND EXPERIENCE_

- 7-9+ years work experience in digital agency planning/buying roles and programmatic tools and technologies (DSPs, SSPs, etc)
- Work experience in media and programmatic tools and technologies (DSPs, SSPs, etc.)
- Experience managing a team required
- Familiarity and knowledge of the media agency landscape
- Familiarity with out of home and/or digital advertising channels as well as data and audience targeting. Prior OOH experience a plus.
- Ability to clearly articulate product and solution capabilities, how they work, and when/where they should be applied
- Ability to speak comfortably to clients about Talon products and solutions at both high and low levels based on audience
- Eagerness and ability to learn quickly and think strategically
- Independent, self-motivated, and a problem solver
- Highly organized, detail oriented, and effective time management skills
- Strong presentation skills
- Advanced knowledge of Excel and PowerPoint

Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

TALON_
Think outside



JOB DESCRIPTION

ROLE: Digital Solutions Director

LOCATION: NYC

SALARY: \$100-130K



BENEFITS INCLUDE

401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance

Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

TALON
Think outside

