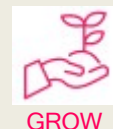


JOB DESCRIPTION

ROLE: Digital Solutions Associate Director
LOCATION: NYC SALARY:\$100-120k



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 300 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_	WE ARE HUMAN_	WE ARE SMART_
<p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way	<p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality	<p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none">• We grow and learn• We are trusted• We are mission possible

THE ROLE_

This role is responsible for directing and operating the use of Talon's tools and technology to optimize programmatic DOOH activations. This role oversees Manager and Associate roles within the team and will partner with Client lead to create strategic campaign recommendations and provide exceptional campaign executions which deliver on and exceed client expectations and Talon's business goals.

In this role, you will be a frontend representative of Talon who provides digital leadership when communicating both internally and externally - to upskill and empower other Talon team members - and directly to our clients, agency, and supply-side partners. You will have a commercial and client-centric mindset which will enable you to shape and drive the growth of our rapidly expanding programmatic business and team.

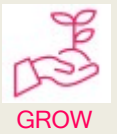
You will have overall responsibility for programmatic campaign strategy, supply and supplier management, while overseeing campaign trafficking, monitoring, optimization, and reporting. You will also be responsible for representing Talon's audience targeting tools and interfacing with Talon's product teams to inform strategic feature development and roadmap priorities. With a large technical foundation, this individual will be client and operations focused with a sense of curiosity and the ability to dive deeply into data to uncover insights and value. This role will also work closely with Talon's internal software development and product teams, as well as external data, technology, and inventory providers, to continuously evolve our capabilities and offering.

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RESPONSIBILITIES AND RELATIONSHIPS_

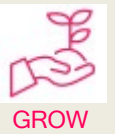
- Be a subject matter expert in Talon's products and solutions including Ada, Talon's DMP & Atlas, Talon's DSP.
- Collaborate with our Client Strategy teams to drive new revenue by identifying expansion opportunities with current clients and new vertical opportunities
- Develop advertiser and agency contacts and cultivate relationships at all levels to influence buying decisions
- Oversee the execution and/or execute 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 Managers and Associates, including:
 - Creating and presenting strategic campaign recommendations and rationale
 - Building and trafficking programmatic campaigns within Atlas, Talon's DSP
 - Monitoring campaign delivery and analyzing programmatic campaigns to ensure optimal pacing, timely and efficient delivery for clients
 - Providing timely, relevant and impactful communication about campaign delivery before, during and post-campaign, to clients and internal stakeholders
 - Troubleshooting campaign delivery issues with SSP and inventory partners, and the Atlas product team, as needed
 - Creating and delivering timely standard and custom campaign reporting, as needed as well as post-campaign final delivery reports
- 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_

- 5-8+ 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 .
- 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

JOB DESCRIPTION

ROLE: Digital Solutions Associate Director
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- Highly organized, detail oriented, and effective time management skills
- Strong presentation skills
- Advanced knowledge of Excel and PowerPoint

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