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Regional Digital Lead – The Coca-Cola Company (Eurasia Middle East)

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Company: GroupM

Location: İstanbul

Category: other-general

Description

Position at EssenceMediacom We are looking for a Digital Hub Lead to join ourThe Coca Cola CompanyTeam in Essencemediacom Turkey. **This position is to be based in Turkey, responsible for Turkey, Middle East, Pakistan and CCAR Markets.**

Requirements:

+10 years experience in digital

Media agency background is a must

Experience in a regional role where candidate had overseen multiple markets is a plus.

Understanding of CCAR and Middle East market is a plus.

Outstanding organisation, time management, prioritisation, and multi-tasking skills

Able to build effective motivated teams and empowers individuals to be responsible for their work

Experience in managing large projects

Significant proven experience of working with multiple stakeholders, e.g. vendors, clients

Is a strong mentor and sets the bar for the digital team

Manages own workloads and the work of others to ensure consistent delivery

Delegated both routine and important tasks and trusts people to perform them

Has extensive knowledge on:

Ad hoc digital innovation projects (e.g. accelerator partnerships, cross-company digital technologies, JBP management, e-commerce , etc.)

Digital activation, measurement, and performance tracking for all channels,

Departmental project management of priorities, timelines, capabilities, and deliverables.

Job Responsibilities:

Gives the direction for overall digital strategy integrated to overall strategy with a varied portfolio of all digital channels and tactics to drive results

Assists client teams and strategists while focusing on the overall media strategy and how digital can support to fulfill objectives and business targets e.g. Awareness, Engagement, CPA, or ROI

Assists strategy & planning teams for translating digital strategy into action plans to deliver best in market, data driven and effective integrated digital media campaigns

Leads the digital operations teams and oversees the delivery of the strategies and plans

Adhering to client-specific process while building digital processes to identify areas of potential development

Demonstrates awareness of the competition and opportunities for the business

Works across all digital media channels (Direct, Programmatic, Paid Search, Paid Social and Digital Partnerships)

Key contact for digital related topics for client's media lead

Ensure that the appropriate technology and data is available to track performance against core KPI's across all digital media channels

Ensure the digital channel approaches follow best practice set out by Specialist Leads (Search, Social, Programmatic, Direct, Partnerships), are in line with overall strategy and

are deliverable and commercially viable.

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