

Executive Director, Digital Strategy

Title: Executive Director, Digital Strategy

Business Unit: Central Services

Department: Digital Strategy

Reports to: Chief Innovation & Customer Solutions Officer

Classification: Exempt

Job Summary

The Executive Director, Digital Strategy is responsible for developing the vision, strategies, goals, and objectives that, when executed, will accelerate DWA's digital capabilities and dramatically enhance customer engagement for our brands. The role will be central for continuing the advancement and transformation of DWA into a digitally savvy agency, one where digital is integrated across all channels and is core to brand strategies.

Essential Functions

- Responsible for agency digital strategic capabilities and discipline team oversight to deliver solutions for P2P engagement on behalf of global pharmaceutical and biotech brands
- Understand the full scope of the agency's portfolio of client business and related marketing objectives, to develop digital strategies that heighten audience engagement across online, mobile, social, video/animation and experiential channels
- Work in consortium with cross-functional creative, technological, and financial leads to advance tactical innovation and maximize core competitive offering
- Contribute to new business and organic growth efforts by driving digital thought leadership and related strategies that enhance traditional services throughout all planning efforts for current and future brand lifecycles
- Lead digital evangelization initiatives and help educate internal teams to reinforce vision and spread digital competency across multiple stakeholders, from creative to account service roles
- Oversee and drive a team of digital strategy specialists that support multiple inter-agency accounts and tiers of client business
- Continually monitor new technologies and industry developments to maintain a pioneering culture that creates actionable strategies, tactics, and solutions the organization can utilize to ensure competitiveness in the healthcare marketing space
- Deliver compelling and inspired strategic presentations that advocate and present DWA as a consequential resource for digital innovation within the industry
- Seek out and establish external vendor partnerships to broaden agency capability and provide additional tactical development/delivery options
- Work in consortium with advertising, recruitment, and analytics elements of the organization to create next-stage solutions that heavily embrace ROI/measurement and audience personalization
- Establish benchmarks, champion best practices, and share forward-looking opportunities across all brand teams
- Provide inspiration, mentorship, professional development, and training to discipline-specific and cross-functional teammates
- Embody the "digital first" mindset of the agency and help instill it in others

Additional Functions

- This position will require occasional overnight/weekend travel
- This position requires the employee to work occasional nonstandard work hours in accordance with project needs, deadlines, deliverables, and urgent client requests

Education and Experience

- 12+ years of pharmaceutical digital agency and/or pharmaceutical industry experience
- At least 5 years of healthcare communications experience. Preferably with an HCP/P2P focus
- BS required (MBA preferred); concentration in advertising, marketing, business administration, and/or communications
- An agent of change with a track record of establishing transformative strategies and building business and capabilities for both agencies and clients alike
- Strong collaboration and influence skills to work across functions and drive results
- Broad experience creating and delivering in multiple digital arenas including: online, mobile, social, search, email and CRM, experiential, and video/animation
- Commanding presentation skills are essential
- Team player with the confidence and integrity to earn client and internal team confidence quickly
- Ability to deftly pivot across multiple therapies and brands that are steeped in complex content and clinical messaging
- Strong mentoring skills to lead a diverse team of digital specialists
- Ability to work within and effectively manage a team, and decisively organize multiple assignments for both self and team direct reports
- Highly connected with industry innovators and partners to build relationship capital, optimize agency capabilities, and ultimately broaden offerings
- Seasoned history of P/L ownership or departmental financial stewardship
- Extremely business-minded, detail-oriented, with clear and proven leadership skills

Competencies

- **Core values of the organization**, including superior ethical business practices, interpersonal skills, teaming ability, stress management, and emotional intelligence
- **Qualities of professionalism**, including exceptional intuitiveness, collaboration, adaptability, self-direction, prioritization, and multitasking skills with a strong commitment to professional development and the ability to learn quickly
- **A service orientation**, as exemplified by superior customer service, business etiquette, and a keen ability to understand key client issues and define how technology may solve their challenges
- **Leadership skills**, as distinguished by superior strategic and tactical planning, coaching and mentoring, change management, and team building skills; a strong executive presence and the exceptional ability to effectively establish goals, develop action plans, execute plans to support corporate initiatives, and motivate and drive performance; the exceptional ability to inspire, provide vision, and to motivate all levels of staff
- **Knowledge of management disciplines**, including superior delegating, coordinating, executing, time management, meeting facilitation, and systems thinking skills
- **Healthcare-related industry expertise**, including basic knowledge of legal and regulatory codes and guidelines, stakeholders' business needs and expectations, clinical and medical information, and basic outcome measurement
- **Innovation**, as displayed by superior problem-solving skills, including root cause analysis; an exceptional ability to research solutions and be objective-driven, analytical, creative, and fresh

- **High-impact, self-directed learner**, as demonstrated by a commitment to life-long learning, self-assessment, and the hunger to keep abreast of new technologies
- **Ability to communicate effectively**, as demonstrated by strong communication skills, including verbal, written, presentation, listening, and advanced technical writing