

## **DIGITAL STRATEGY DIRECTOR**

### HELP US FUEL TOMORROW'S GAME CHANGERS

We are a collective of original thinkers and makers driven by creating innovative solutions to challenging business problems. We believe in co-creation, building industry-changing ideas in an open and collaborative culture, supercharging the futures of the brands, clients and talent we work with.

#### **Your Role**

We are looking for a Digital Strategy Director to join our Creative Team, to be part of an open dynamic environment, enriched by creatives across different disciplines. This is your opportunity to create digital innovation, push your strategic thinking, enhance your leadership skills and build your reputation as a game changer.

We're looking for you to:

- Be a great communicator: collaborative, confident, decisive, open, inspirational and analytical
- Direct, mentor, nurture and grow our digital team of internal/external developers and digital project managers
- Create courageous original digital strategies for our clients using industry and strategy insights
- Evolve and passionately implement a digital direction for Oakwood
- Plan projects, estimate time-scales and budgets, and oversee delivery
- Lead discovery and definition project phases culminating in accurate business objectives, defined metrics and clear IAs
- Collaborate with developers and designers to formulate accurate technical specification
- Evolve and oversee our digital marketing
- Oversee prototyping, development, testing, CMS training and SLA commitments
- Perform strategic account planning with senior management
- Be committed to working in partnership with the Creative and Client Services teams

Required experience:

- Agency experience
- Digital marketing experience
- In-depth understanding of full stack development
- Keen understanding of digital ecosystems
- Proven people management skills, including managing teams

#### **Why Oakwood**

Award-winning, independent, agency running for over 23 years  
Global clients with an exciting cross over of B2B and B2C work  
Central Bristol location with London offices  
Ambitious growth plans  
Excellent benefits package

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