

Job Title	Director of Media & Creative
Team	Central

### Overview of role

The Director of Media & Creative is a visionary leader responsible for overseeing the strategic development and execution of the Media & Creative teams, as well as drive and deliver Orchard's internal Marketing strategy. This oversees the functions of Paid Media, E,S,O Media, Creative and internal Marketing, supporting the teams in work such as media planning and buying, brand storytelling, and creative development and execution to ensure cohesive, impactful work that align with business objectives and client needs.

This role will also be integral to driving the commercial impact of these areas and will work closely with both the Director of New Business, Director of Client Services and wider Senior Leadership Team to drive new business and improve client delivery and satisfaction.

### General responsibilities

#### Media Strategy & Leadership:

- Develop and implement comprehensive data led strategies for the media teams that align with overall business objectives.
- Oversee and support teams to deliver the paid, earned, and owned media campaigns, ensuring optimal performance across all channels (digital, social, traditional, etc.) and provide strategic support where required.
- Analyse media performance data and provide actionable insights for future campaigns.

#### Creative Leadership:

- Oversee the development and execution of creative concepts, ensuring alignment with brand identity and marketing goals.
- Support the teams to collaborate with cross-functionally to produce high-quality content across various formats.
- Inspire and mentor creative teams, fostering an environment of innovation and collaboration.
- Approve creative deliverables, ensuring they meet the highest standards of quality and effectiveness.

#### Internal Marketing:

- Oversee the development and support with the execution of a comprehensive internal marketing strategy that aligns with the organisation's objectives and drive business growth.

- Oversee the development and support the execution of internal branding initiatives to enhance brand awareness and loyalty.
- Lead the internal digital marketing strategy, including SEO, SEM, social media, email marketing, and content marketing.

### Team Management:

- Lead and manage direct reports covering areas such as paid media, ESO media, Creative, and internal Marketing.
- Mentor and coach individuals to develop talent and ensure clear succession planning.
- Establish clear goals, provide constructive feedback, and conduct regular performance evaluations.
- Recruit and retain top talent, building a high-performing team.

### Collaboration & Stakeholder Engagement:

- Work closely with senior leadership to align business area strategies with overall business strategy and objectives.
- Collaborate with all internal teams to ensure consistency in messaging and branding.
- Act as a key liaison between internal teams and external partners.

### Budgeting & Resource Management:

- Work closely with the Director of Finance & Business Partnering to develop and manage budgets for teams, ensuring cost-effective use of resources.
- Develop a new business pipeline, in conjunction with the Senior Leadership Team, to meet and exceed targets, collaborating with other service area teams as necessary.
- Ensure client estimates and delivery meet job profitability expectations.
- Report monthly on job profitability, new business and overall team performance.
- Manage staff utilisation to ensure the teams are actively engaged in client work, balanced with development and administration requirements.
- Monitor expenses and allocate resources effectively to meet business objectives.

## Skills and experience

### Qualifications:

- 8+ years of experience in media strategy, creative direction, or a related role, with at least 3 years in a leadership position.
- Proven track record of managing successful media, marketing and creative projects.
- Strong understanding of current media and creative trends, technologies, and platforms.
- Exceptional leadership, communication, and organisational skills.
- Ability to think both strategically and creatively, balancing big-picture vision with attention to detail.
- Proficiency in analytics tools (e.g., Google Analytics) and creative software (e.g., Adobe Creative Suite).

### Key Competencies:

- Proven experience in a leadership position, with the ability to drive a high performing culture within the teams.

- Ability to develop and execute long-term plans that align with organisational goals.
- Strong aptitude for developing original and impactful creative concepts.
- Adept at working with diverse teams and building strong relationships.
- Ability to interpret data and use insights to inform strategies.
- Proven ability to inspire and lead teams to achieve ambitious goals.

### Benefits

- A competitive salary.
- Flexible, hybrid working.
- 10-4 core hours.
- A comprehensive benefits package, including health insurance, pension plan, and wellness programs.
- Enhanced family friendly policies.
- 25 days annual leave.
- A flexible and supportive work environment.
- A generous training budget to support professional development.
- A dynamic and collaborative culture, with regular team events and social activities.

Progressive. Respectful. Imaginative. Mindful. Excellence.

Teitl Swydd	Cyfarwyddwr y Cyfryngau a Chreadigol
Tim	Canolog

### Trosolwg o'r swydd

Mae Cyfarwyddwr y Cyfryngau a Chreadigol yn arweinydd llawn gweledigaeth sy'n gyfrifol am oruchwylio datblygiad a gweithrediad strategol timau'r Cyfryngau a Chreadigol, yn ogystal â gyrru a gwireddu strategaeth farchnata fewnol Orchard. Mae hyn yn golygu goruchwylio swyddogaethau Cyfryngau â Thâl, Cyfryngau E, S, O, Marchnata Creadigol a mewnlol, gan gefnogi'r timau mewn gwaith fel cynllunio a phrynu cyfryngau, adrodd straeon brand, a datblygu a gweithredu creadigol i sicrhau gwaith cydlynol, effeithiol sy'n cyd-fynd ag amcanion busnes ac anghenion y cleientiaid.

Bydd y swydd hon hefyd yn allweddol i sbarduno dylanwad masnachol y meysydd hyn a bydd yn gweithio'n agos gyda'r Cyfarwyddwr Busnes Newydd, Cyfarwyddwr Gwasanaethau Cleientiaid a'r Uwch Dîm Arwain ehangach i greu busnes newydd a gwella'r ddarpariaeth a boddhad cleientiaid.

### Cyfrifoldebau cyffredinol

#### Strategaeth ac Arweinyddiaeth y Cyfryngau:

- Datblygu a gweithredu strategaethau cynhwysfawr sy'n cael eu harwain gan ddata ar gyfer timau'r cyfryngau sy'n cyd-fynd ag amcanion busnes cyffredinol.
- Goruchwylio a chefnogi timau i gyflawni'r ymgyrchoedd cyfryngau â thâl, a enillir ac a berchnogir, gan sicrhau'r perfformiad gorau posibl ar draws pob sianel (digidol, cymdeithasol, traddodiadol, ac ati) a darparu cefnogaeth strategol lle bo angen.
- Dadansoddi data perfformiad y cyfryngau a darparu gwybodaeth y bydd modd gweithredu arni ar gyfer ymgyrchoedd yn y dyfodol.

#### Arweinyddiaeth Greadigol:

- Goruchwylio gwaith datblygu a gweithredu cysyniadau creadigol, gan sicrhau ei fod yn cyd-fynd â hunaniaeth brand a nodau marchnata.
- Cefnogi'r timau i gydweithio ar draws swyddogaethau i gynhyrchu cynnwys o ansawdd uchel ar draws gwahanol fformatau.
- Ysbrydoli a mentora timau creadigol, gan feithrin amgylchedd o arloesi a chydweithio.
- Cymeradwyo'r ddarpariaeth creadigol, gan sicrhau ei bod yn bodloni'r safonau uchaf o ran ansawdd ac effeithiolrwydd.

#### Marchnata Mewnol:

- Goruchwylio datblygiad a darparu cymorth wrth weithredu strategaeth farchnata fewnol cynhwysfawr sy'n cyd-fynd ag amcanion y sefydliad ac sy'n sbarduno twf busnes.

- Goruchwyllo datblygiad a darparu cymorth i weithredu mentrau brandio mewnol i wella ymwybyddiaeth a theyrngarwch brand.
- Arwain y strategaeth farchnata ddigidol fewnol, gan gynnwys SEO, SEM, cyfryngau cymdeithasol, marchnata e-bost, a marchnata cynnwys.

### Rheoli Tîm:

- Arwain a rheoli staff sy'n adrodd yn uniongyrchol gan gwmpasu meysydd fel cyfryngau â thâl, cyfryngau ESO, Creadigol, a Marchnata mewnol.
- Mentora a hyfforddi unigolion i ddatblygu talent a sicrhau gwaith cynllunio olyniaeth glir.
- Sefydlu nodau clir, darparu adborth adeiladol, a chynnal gwerthusiadau perfformiad rheolaidd.
- Recriwtio a chadw'r doniau gorau, gan adeiladu tîm sy'n perfformio'n rhagorol.

### Cydweithio ac Ymgysylltu â Rhanddeiliaid:

- Gweithio'n agos ag uwch arweinwyr i alinio strategaethau maes busnes â'r strategaeth a'r amcanion busnes cyffredinol.
- Cydweithio â phob tîm mewnol i sicrhau cysondeb o ran negeseuon a brandio.
- Gweithredu fel cyswllt allweddol rhwng timau mewnol a phartneriaid allanol.

### Rheoli Cyllidebau ac Adnoddau:

- Gweithio'n agos gyda'r Cyfarwyddwr Cyllid a Phartneriaeth Busnes i ddatblygu a rheoli cyllidebau ar gyfer timau, gan sicrhau defnydd cost-effeithiol o adnoddau.
- Datblygu dulliau cyflenwi busnes newydd, ar y cyd â'r Uwch Dîm Arwain, i gyrraedd a rhagori ar dargedau, gan gydweithio â thimau meysydd gwasanaeth eraill yn ôl yr angen.
- Sicrhau bod amcanbrisiau a darpariaethau i gleientiaid yn bodloni disgwyliadau proffidioldeb y gwaith.
- Adrodd yn fisol ar broffidioldeb gwaith, busnes newydd a pherfformiad cyffredinol y tîm.
- Rheoli defnydd staff i sicrhau bod y timau'n ymwneud â gwaith cleientiaid mewn ffordd sy'n gytbwys â gofynion datblygu a gweinyddu.
- Monitro treuliau a dyrannu adnoddau'n effeithiol i gyflawni amcanion busnes.

## Sgiliau a phrofiad

### Cymwysterau:

- 8+ mlynedd o brofiad mewn strategaeth cyfryngau, cyfarwyddo creadigol, neu rôl gysylltiedig, gydag o leiaf 3 blynedd mewn swydd arweinyddiaeth.
- Hanes profedig o reoli prosiectau cyfryngau, marchnata a chreadigol llwyddiannus.
- Dealltwriaeth gref o dueddiadau, technolegau a llwyfannau cyfryngau a chreadigol cyfredol.
- Sgiliau arwain, cyfathrebu a threfnu eithriadol.
- Y gallu i feddwl yn strategol ac yn greadigol, gan gydbwysu gweledigaeth o'r darlun mawr gyda sylw i fanylion.
- Hyfedredd mewn offer dadansoddeg (ee, Google Analytics) a meddalwedd greadigol (ee, Adobe Creative Suite).

### Prif gymwyseddau:

- Profiad amlwg mewn swydd arweinyddiaeth, gyda'r gallu i sbarduno diwylliant perfformiad rhagorol mewn timau.

- Y gallu i ddatblygu a gweithredu cynlluniau hirdymor sy'n cyd-fynd â nodau sefydliadol.
- Sgiliau cryf ar gyfer datblygu cysyniadau creadigol gwreiddiol ac effeithiol.
- Profiadol wrth weithio gyda thimau amrywiol ac adeiladu cysylltiadau cryf.
- Y gallu i ddehongli data a defnyddio gwybodaeth i lywio strategaethau.
- Gallu amlwg i ysbrydoli ac arwain timau i gyflawni nodau uchelgeisiol.

### Buddion

- Cyflog cystadleuol.
- Gweithio hyblyg, hybrid.
- Oriau craidd 10-4.
- Pecyn buddion cynhwysfawr, gan gynnwys yswiriant iechyd, cynllun pensiwn, a rhaglenni lles.
- 25 diwrnod o wyliau.
- Amgylchedd gwaith hyblyg a chefnogol.
- Cyllideb hyfforddiant hael i gefnogi datblygiad proffesiynol.
- Diwylliant deinamig a chydweithredol, gyda digwyddiadau tîm rheolaidd a gweithgareddau cymdeithasol.
- Cyfle i weithio gyda rhai o'r cleientiaid mwyaf blaengar a chyffrous yn y diwydiant, a chael effaith gadarnhaol gyda'ch arbenigedd yn y cyfryngau cyhoeddus, a chyfryngau wedi'i ennill, ei berchnogi a'i rannu.

Blaengar. Parchus. Dychmygus. Ystyriol. Rhagoriaeth.