

VP of Owned & Earned Media

About the job

Hey you - yeah, you! It's time for takeoff, superstar. You know who you are. You're smart without taking yourself too seriously. You can play hard, work hard, and get behind our core qualities:

- Respect dealt straightforward
- Team comes first
- Ask questions
- Pull your weight
- Expand your skillset

When you fly with us, you join a team that knows how to live life and get the job done without working a million hours a week. We're all about backing up words with action and proof. Which is why we've assembled an employee perks and benefits package well worth a double take. That means unlimited (and enforced) PTO and 12 weeks of fully paid maternity leave. Not bad, right?

We are seeking a highly experienced and results-driven **VP of Owned & Earned Media** to lead our company's growing 'organic' service offering. Our ideal candidate will have extensive expertise in SEO, content strategy, user experience, and digital public relations, as well as a strong background in management and leadership.

As the **VP of Owned & Earned Media**, you will be responsible for shaping and guiding the department's owned and earned media offerings and customizing solutions to meet the evolving needs of our clients. You will also be responsible for overseeing all finished product and client work in the organic and offsite (non-paid) spaces, including guest posts, public relations content, directory and listing management, reputation management & review solicitation and more.

This role will be accountable for growing the revenue of the organic department and partnering closely with our Director of Client Services and Group Account Directors to facilitate the sale of expanded and new partnerships with existing clients. The position will report directly to the SVP of Operations who will assist with strategic planning and vision, but the **VP of Owned & Earned Media** will be responsible for creating and maintaining a successful service segment with solutions that cater to the needs of our specific clients.

Responsibilities:

- Guide and grow agency's owned and earned media offerings to drive revenue growth, leveraging emerging trends and technologies.
- Develop and implement comprehensive strategies to support clients' business objectives and drive organic growth, including SEO and digital PR.
- Oversee organic and offsite content, such as guest posts, PR content, directory management, reputation management, and more.
- Manage and mentor the Director of SEO, ensuring department success and professional growth.
- Collaborate with the Director of Design & Development for seamless UX solutions, leveraging website analytics and A/B testing.
- Take responsibility for quality and effectiveness of finished products and client work in the department.
- Establish strong relationships with key clients and partners, acting as a trusted advisor for owned and earned media services.
- Report to SVP of Operations, providing regular updates on service performance and improvement opportunities.
- Participate in new business pitches and contribute to proposal development.

Qualifications:

- Minimum 8 years' experience in SEO, content, and brand/public relations in a professional agency environment.
- Proven management and leadership skills, with a track record of mentoring and developing organic teams.
- Exceptional knowledge of organic best practices, content strategy, online directories, and PR tactics.

- Strong understanding of UX and CRO principles, providing expert advice and services to clients.
- Advanced experience in website analytics and tagging tools, establishing benchmarks and measurable results. A/B testing experience preferred.
- Excellent communication and interpersonal skills, building strong relationships with clients, partners, and team members.
- Results-driven mindset, focused on delivering measurable success and positive ROI for clients and the agency.

We expect great things from our team members. So it's only fair that you have high expectations for us too. From flexible schedules and work-from-home opportunities to competitive pay and parental bonding time, we're always adding benefits to make working with us more, well, beneficial. Here are a few of the highlights.

- **Work From Home** – For locals, some days you want the in-person experience, others you want to skip the commute and keep on the sweatpants. No problem. The employees in Atlanta are required to come into the office 1-2x per week to share the energy of the teams who are creating outstanding work.
- **Flex Time** – Need to run out for a few hours for an appointment or personal issue? Go for it and make up the time on your schedule. Or if you need a whole day, go ahead and take it off. As long as you are pulling your weight and meeting our qualities, we're all about flexibility.
- **Unlimited PTO** – Do I need to say more?
- **Dog Parent?** Bring them on in! Our office is dog-friendly... maybe even a little dog-obsessed.
- **\$\$\$ and Benefits** – We understand that talented people are in high demand these days, and we'll compensate you accordingly. In addition to generous pay and bonus opportunities, we also offer a 401K with company match, and full benefits (medical, dental, and vision).

If you enjoy being client facing in the digital world and want to join a fun and hardworking environment, we encourage you to apply! Come join one of Atlanta's best and brightest digital marketing agencies.