



Director, D&AD New York

Reports to: COO and International Business Development Director

Hours: 2 days per week. 8 hours per day

Job Objectives:

Working closely with the International Business Development Director, the role of the D&AD New York Director will be to develop a strategic direction for D&AD in the USA (starting in NY) with the aim of increasing awareness, salience and relevance of D&AD across the creative industries.

Initially, priority will be placed on growing awareness of D&AD's core product, the D&AD Professional Awards as well as its new Awards project to be launched in April 2016. As such, driving revenue and developing sponsor and partner opportunities will be key objectives. However, we will also be looking to execute various aspects of our existing educational programmes and expand our remit further. This role will be key in the direction and delivery of this.

Responsibilities

NY Office

- Manage detailed project plans, timelines and budgets for all NY projects
- Manage all operations
- Ensure relevant processes are in place for all event logistics including payment and insurance

Strategy

Deliver a 3-year systematic plan for an active D&AD presence in NY. This should include but not be limited to:

- A full competitor and customer analysis
- Establishing all existing opportunities in D&AD programmes and products specifically Awards, Membership (university and company), Training and Events
- Scoping key activities that will raise awareness and engagement in market
- Objectives and KPIs in order to measure success

Annual Awards

- Account Manage top tier clients and drive NY entry targets
- Identify new agencies and great work within NY – developing those relationships and passing those opportunities on to the CFE team
- Grow network of top level decision-makers

- Keep an accurate record of all companies and contacts using CRM system, Salesforce
- Deliver presentations at events and in-agency
- Identify Judges in response to the Awards Director's brief

D&AD NY Project

- Play a key role in the New York based project, attending board meetings and liaising with the Manager and other staff members
- Represent D&AD at external meetings with partners and sponsors
- Advise on strategy and product development

Partners

- Work in collaboration with the Partnerships Director to identify sponsorship opportunities
- Initiate and develop relationships, with the objective of furthering NY presence and growth and contributing to the bottom line
- Ensure partner relationships remain productive and harmonious
- Identify key media partners to ensure maximum media presence
- Secure partnerships with other not-for-profit organisations to promote D&AD amongst their communities

Product Development

- Work with programme leaders to develop existing products for NY
- Understand existing knowledge gaps and growth areas in market
- Understand future industry trends and emerging technologies

Skills

- Knowledge of the design and advertising industry
- Strong public speaking and customer facing and facilitation skills
- Compelling writing ability and a keen passion for creativity and innovation
- Skilled at managing budgets and working cost-effectively
- Prioritises and works quickly and accurately to tight deadlines
- Proactively challenges current thinking and influences decision making
- Up-to-date with digital trends and future developments
- Strong commercial experience

Person

- Creative problem solver
- Self-starter and pro-active
- Organised and efficient
- Team worker
- Accurate and attentive to detail
- Flexible approach to work
- Thrives on challenge
- Authoritative and confident, but patient and diplomatic
- Able to manage multiple tasks in a fast-paced, deadline-driven environment