



Job Description: Associate Creative Director Digital
Status: Full Time
Location: Amsterdam, The Netherlands

About Spotzer Media Group

Spotzer is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. www.spotzer.com.

We also help our clients plan and buy video spots across multiple advertising media, including television, the web, and out of home TV (location specific, narrowcast networks). We use the latest technologies for targeting advertising to limited geographic areas and well defined demographic audiences. This helps our clients better target their customers and brings efficiency and cost-effectiveness to their video advertising.

Spotzer levels the playing field by giving businesses more affordable video advertising so they can meet the changing needs of their customers and to respond to the marketing messages of their competitors.

We back up our innovative process with a strong customer service team dedicated to helping ensure the success of our client's media campaign.

Position overview:

A conceptual, ideas focused, strategic thinker is required at our agency. You must have a passion for digital and everything creative, have a great sense of humour and the ability to work within a team. This is an exciting opportunity to work within a forward thinking, innovative agency.

The Associate Creative Director Digital has responsibility for supervising and participating in the concepting and execution of our digital marketing offering as well as contributing to our TV advertisements.

The ideal candidate will have strong conceptual and tactical skills and multi-tasking capabilities to work comfortably in a congenial, team oriented agency environment.

The position will be based in Amsterdam, The Netherlands and reports to the Spotzer Creative director.

Responsibilities include:

Define a creative vision and set the creative direction for our digital ads and new product developments. Meanwhile working in our creative team to develop and implement media agnostic communication ideas for our unique TV and digital advertising offering.

- Lead the creative development of new digital products to expand our offering; you will be working on the cutting edge of online video advertising
- Develop concepts for our ad library and supervise production; we use a unique process to develop high quantities of high quality ads
- Provide creative support to our personalisation process; we personalise even higher volumes of ads for our clients in various markets

- Manage the creative process to deliver digital projects on time and under budget
- Source and manage relationships with outside firms and freelancers to complete digital projects when necessary
- Other duties and projects as assigned

Position Requirements:

The ACD Digital is a leader who is constructive, charismatic, smart and committed to producing high quality user-centered digital experiences. You must have a well-rounded understanding of experience design, usability practices, and technology.

The ideal candidate is someone with the following profile:

- Strong strategic and conceptual skills
- Creative bend of mind with strong visualization skills
- An advertising and digital marketing background
- Quick idea generation, ability to come up with ideas at a drop of a hat
- An understanding of Digital Marketing, Digital Media, Analytics, Internet Technologies and Trends

Spotzer Media Group is an equal opportunity employer and offers competitive compensation and benefits.

If you are interested in joining a winning team and believe you could make a difference to our business please e-mail your resume for confidential consideration to jobs@spotzer.com.