



VICE PRESIDENT, DIGITAL STRATEGY

**we're seeking
a passionate
change agent**



Metropolitan Group
the power of voice



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About Metropolitan Group

Metropolitan Group (MG) **brings more than 33 years** of helping the world's change agents create social impact. We are a full-service, strategic and creative agency that builds the power of voice and resources of the people, organizations and communities that drive social change. Since 1989, we've worked exclusively on behalf of social purpose, mission-driven organizations—some of the world's leading nonprofits, foundations, public agencies and socially responsible businesses.

We are a Certified B Corp and have been recognized by the independent nonprofit B Lab as one of the top 10 percent of companies worldwide for social impact. Metropolitan Group has offices in Chicago; Portland, Oregon; San Francisco; and Washington, D.C.; and a sister company, Impacto Social Metropolitan Group (ISMG), in Mexico City.

Recent clients include: Robert Wood Johnson Foundation, USDA Forest Service, NASA, The Kresge Foundation, the Ford Foundation, Trust for America's Health, American Heart Association, The Nature Conservancy, The Rockefeller Foundation, National Council on Behavioral Health and many other social impact organizations.

We offer a range of services within integrated practices:

- **Strategic Communication:** Connect with people's core values to change narratives; build public will; and advocate for behavior, practice and policy change; brand social purpose organizations and promote new social norms.
- **Intercultural Engagement:** Ensure resonance in communication, enable stakeholders to discover shared values and exchange ideas and craft solutions together to change systems, policies and practices that lead to a just and equitable world.
- **Organizational Strategy and Innovation:** Build visionary and actionable plans, support effective values-based organizational cultures, build capacity and skills—including equity, diversity and inclusion—facilitate implementation, and design evaluation and learning.

For more information visit metgroup.com.



Metropolitan Group crafts strategic and creative services to amplify the power of voice of change agents in building a just and sustainable world.

VICE PRESIDENT, DIGITAL STRATEGY

Position Summary

The vice president of Digital Strategy plays a leadership role in strategic direction, project leadership and high-level implementation of digital strategies for client and agency projects. They collaborate with clients and teams to develop, implement and evaluate strategies for social change initiatives and in work that builds the capacity of organizations that advance social change.

- Serve as the lead digital strategist for Metropolitan Group's clients developing digital strategies that advance social change campaigns, build movements and strengthen social purpose organizations.
- Provide leadership, strategic direction, management of digital team members and contractors.
- Conduct new business development to bring in new accounts and to grow existing relationships.
- Serve as a member of the MG senior team (responsible for contributing to the company's thought leadership, professional development, strategy and service/subject area expert teams).

General Responsibilities Include, But Are Not Limited To:

LEAD DIGITAL STRATEGIST:

- Provide expert-level consulting and strategic counsel to clients and strategic direction to project teams, effectively deploying digital team members to meet client and internal needs based on their skills, growth goals and capacity.
- Lead digital strategy (campaign ideation, communications strategy, engagement strategy, partnership strategy, social media strategy, technology strategy, lead/donation generation, media planning/buying, CRM/email marketing activities, SEO, SEM, influencer programs, experiential integration).
- Lead formative research/testing/brand and audience insights (digital research, digital surveying, digital audience analysis, message testing).
- Lead web and mobile app development (ideation, U/X, U/I, design, copywriting, production, launch).
- Serve as the internal and external digital thought leader, helping to identify trends; evolving best practices, new technologies/tools for all social efforts from a global perspective that drive engagement and ROI.
- Serve as lead strategist for Metropolitan Group's digital presence.

CLIENT SERVICES:

- Design, implement and evaluate social change campaigns, including guiding the work of MG teams, contractors and partner organizations and doing direct implementation of key components of the work.
- Write and present a wide range of communication materials, including project strategies, issue briefings, finding and data analysis reports and recommendations, and other content.
- Provide account leadership to clients, including maintaining overall client relationships, providing oversight for project teams, ensuring ultimate completion of high-quality deliverables.
- Provide expert-level consulting and provide clear and credible counsel as it relates to digital strategy and marketing.
- Participate in strategic planning for the overall well-being of the company.
- Provide supervision of staff as assigned. Assess performance of direct reports and provide regular and ongoing constructive feedback; conduct 90-day and annual performance reviews.
- Meet an annual billable revenue goal.
- Serve as a member of the MG team, providing ideas and input on strategic and creative challenges, assisting with project implementation, supporting internal projects and fulfilling other duties necessary for the success of the organization.

NEW BUSINESS DEVELOPMENT:

- Lead a portfolio of current and recent clients and prospects with responsibility for developing and closing work together with other members of the account team on an annual basis.
- Cultivate new business on an ongoing basis that builds the agency's new business development pipeline and contributes to the overall enterprise-wide goals.
- Lead full process from relationship to close of new business and expansion of existing business to achieve annual contract goals.
- Strengthen digital marketing position by contributing to our thought leadership and business development toolbox (e.g., tracking and sharing cutting edge trends and new developments in the field, developing innovative models, writing point-of-view and approach pieces, presenting at conferences, volunteer leadership, crafting compelling client case studies).
- Position MG through thought leadership, including writing, presenting at conferences and meetings, involvement as a leadership volunteer and other activities that advance the field.

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- Work with team members to leverage relationships in connection to client prospects.
- Meet an individual new business development (NBD) goal as defined for your position annually.
- Cultivate new business on an ongoing basis that builds the agency's pipeline and contributes to overall enterprise-wide goals.

Requirements

- Expert level practitioner, demonstrated by any combination of success and results in the field, and/or credentials-- academic background or certifications.
- At least 10 years of digital strategy experience at an advertising agency, digital agency, PR agency, or commensurate experience in political campaigns or social movements with superlative knowledge of digital and social media.
- Track record of successful digital engagement, movement building and digital storytelling.
- Ability to audit/measure, design and evolve a digital approach based on a deep understanding of today's users and insights into the evolving needs of tomorrow's users.
- Consulting, technical assistance and training experience.
- Excellent analytical, written, persuasive and inspirational verbal skills.
- Demonstrated collaborative leadership style and superlative teamwork.
- Committed to mentorship and developing the skills of others
- Account and/or budget management experience with accounts of at least \$500,000.
- Strong track record and skill at relationship-based marketing--ability to engage and build relationships, to make introductions, generate leads, cultivate new business prospects, and close and grow work and referrals.
- Ability to prepare and present winning proposals, and lead and close effective marketing meetings.
- Proven ability to identify opportunities and land new business with track record of achieving or exceeding goals.
- Ten+ years of direct management experience, including staff supervision, budgeting, program oversight, etc.
- Executive presence with strong public speaking and thought leadership skills.
- Strong, demonstrated and consistent project management experience.
- Availability to travel domestically and internationally as needed.
- Demonstrated commitment to social justice and to advancing equity, diversity and inclusion.
- Experience working with diverse communities.
- Ability to work independently and collaboratively.
- Bilingual or fluency in other language(s) is preferred but not required.
- Must be authorized to accept employment in the United States.

We encourage all applicants, irrespective of gender, race, religion, age, sexual orientation or gender identity, disability or other identities. We encourage candidates with less traditional backgrounds and experiences to apply—even if they don't believe they meet every requirement outlined above.

Expectations

- Provide high-quality, professional consulting services and expertise to clients while leveraging the talents of the team.
- Be a team player and excel at team-oriented problem solving.
- Demonstrate an excellent work ethic.
- Contribute positively to the psychological safety of an intercultural environment.
- Support and embody the organization's values, goals and operating principles.
- Have upbeat, creative and professional demeanor.

Hours

Professional hours of 40 – 45 hours per week, as well as any additional time necessary depending on client deadlines and internal projects.

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Compensation

The vice president, Digital Strategy, is a full-time exempt position. The salary range for this position starts at \$120,000 per year, and is negotiable depending on experience and commensurate with company compensation structure.

Benefits

- All employees are eligible for bonuses based on individual and company performance.
- MG has a profit share program and distributes 20 percent of profits to employees based on an allocation formula.
- Employer-paid medical/vision insurance on the first of the month following employment start date.
- Dental insurance paid at 50 percent by employer on the first of the month following employment start date.
- Employer-paid life, short- and long-term disability insurance plans available on the first of the month following employment start date.
- Flexible Spending Accounts.
- Fifteen paid vacation days per year after the first 90 days of employment, plus one additional day accrued for each year of employment (up to a total of 20 vacation days).
- Ten days of wellness leave available per year, accruable up to 20 days.
- One month (30 days) paid sabbatical eligibility after each seven years of continuous employment.
- MG paid holidays off: New Year's Day, MLK Jr. Day, Presidents Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day, day after Thanksgiving, Christmas Day and one personal holiday of choice.
- Our 401(k) retirement plan is available to employees in the first calendar quarter after six months of full-time employment. As a participant, you may make tax-deferred contributions into the plan up to the maximum allowable amount. MG will make an annual contribution equal to 3 percent of your compensation while you are a participant in the plan.
- Monthly transportation and cell phone allowance.
- Charitable contribution match of up to \$100 per year.
- Professional development program.
- MG to reimburse for work-related expenses (mileage at IRS rate).

Equal Opportunity Employer

At Metropolitan Group, we know that diverse backgrounds, experiences and cultures strengthen our work and our workplace. We strive to create an intercultural workplace through greater recognition, understanding and appreciation of a broad range of differences among individuals and groups within society, and to incorporate an intercultural perspective in our work.

Application Information:

Send a cover letter and resume to JoinTheTeam@metgroup.com. Anticipated hire date will be in July 2022.



Chicago
Mexico City
Portland
San Francisco
Washington, D.C.

STRATEGIC COMMUNICATION INTERCULTURAL ENGAGEMENT ORGANIZATIONAL STRATEGY AND INNOVATION

Metropolitan Group crafts strategic and creative services to amplify the power of voice
of change agents in building a just and sustainable world.

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Contract Holder
Contract GS-23F-0025R



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