



## **VICE Job Listing: Head of Activation**

**VICE** started in 1994 as newsprint monthly in Montreal, and is now a global youth media company that includes print, event, music, online, television, and feature film divisions that operates in over 30 countries. Vice is the industry leader in original video for the web. With dozens of original series franchises across all content categories, vice publishes about 60 minutes of new video content every day. For further information and additional background, please visit [www.vice.com](http://www.vice.com).

### **OVERVIEW**

VICE Media is seeking a full time Head of Activation to manage, successfully execute, and evolve the US national marketing campaigns for both VICE and our clients. This position will support and report to VICE's global social marketing department.

### **Roles and Responsibilities:**

- Manage the activation and success of US campaigns for VICE and clients, each with aggressive goals and aspirations.
- Work directly with local activation managers, a social department, ad operations, sales and communications to help set the strategy and goals for new and existing projects
- Constantly thinking of new ways to improve existing project activation, and most importantly how to successfully execute those ideas
- Proactively monitor the status of all campaigns, acting on any and all foreseeable road bumps
- Constantly think of new ways for improving departmental workflow and organization
- Oversee the creation and accuracy of all internal and external reporting
- Actively manage and report on multiple local budgets
- Confidently setting goals for new and existing campaigns, and being accountable for exceeding them.
- Coordinate and lead department meetings, and represent the US in weekly global marketing calls

### **Experience and Qualifications:**

- Bachelor's Degree in marketing or related field
- 3+ years experience in digital strategy or social marketing
- Hands-on experience using and acting on data collected from Google Analytics or Radian6
- Superior organizational, interpersonal and management skills required
- HTML, CSS, or any relevant web coding knowledge a plus
- Must have entrepreneurial abilities, relentless work ethic, inquisitive approach to everything, and a desire to be a part of a growing and creative digital department and business.

### **HOW TO APPLY**

Send a detailed cover letter, resume, and links to or samples of any relevant work with salary history by email to [vicecareers@vice.com](mailto:vicecareers@vice.com). Reference "Head of Activation" in the subject line or by mail to:

Human Resources Department  
Attn: Head of Activation  
99 North 10th Street, Brooklyn, New York 11211

Please indicate in your cover letter where you learned of this job posting. No phone calls please.  
EOE