

Job Title: Library Creation Director

About Spotzer

Spotzer Media Group (www.spotzer.com) provides small businesses with full service solutions for creating and maintaining online content that search engines and social networks reward with high exposure. Our solutions feature websites, videos, mobile sites and social media, with all packages including a combination of upfront creative production and ongoing services to refresh, redistribute and further optimize content to improve search rankings and engage followers.

Based in Amsterdam and with offices in the United States and Australia, we have produced online presence for more than 54,000 satisfied small businesses in 16 countries. We were founded in 2006 and are backed by major US and European venture capital investors.

The Spotzer Library

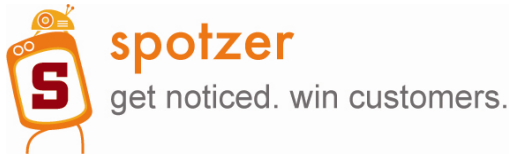
Spotzer has pioneered a unique approach to creating strong advertising for our clients. We produce and store in proprietary libraries sets of content (including design templates, words, images, videos and SEO meta data) for over a thousand unique business categories. When an order for a specific business arises, we then select and, using a combination of technology and expert creative professionals, customize one of these content sets -- we call them "content packages" -- based on inputs from the actual client. The process makes Spotzer highly efficient and fast compared to traditional ways of producing similar advertising products. And we use exclusivity management tools to ensure that no two advertisers in the same region ever wind up with any of the same creative materials.

We apply this approach to videos, websites, mobile sites as well as social media. Furthermore, our content packages are adapted to fit the needs of many markets ranging from the north of Norway to the south New Zealand, and from the west in the United States to the east of Turkey. Per week, we create more than 50 new content packages for websites and video alone, using a team of in-house planners, producers and creative professionals complemented with a vast amount of talented freelancers throughout the world.

We are looking for an experienced director to lead our library creation team and to help us be successful in new markets as well as to help introduce new advertising products

Position

The Library Creation Director will have primary responsibility for expanding our libraries of professionally produced content packages. He/she will report to our Chief Creative Officer and will also work closely with other Spotzer departments, including production, marketing, technology and finance.



The position will be based in our Amsterdam headquarters.

Primary tasks & responsibilities:

- Day to day manage our team of producers and creative professionals are dedicated to creating new content packages.
- Manage quality of output from a creative and strategic perspective.
- Continuously improve the efficacy and quality of our products.
- Initiate and oversee projects of large creation batches to prepare for new market launches
- Tightly control production budgets.
- Provide guidance and input for the automation of workflows.
- Negotiate deals with vendors and stock houses.

Qualifications

- A minimum of a university degree.
- At least 5 years of experience in an agency environment.
- Creative and innovative but also a structured and analytical thinker.
- Keen eye to judge creative work.
- Solid understanding of advertising theory and best practices.
- Strong digital marketing knowledge and experience.
- Proven track record of managing large and complex projects.
- Demonstrable capacity to work across countries, cultures and languages.
- Ability to work in an early stage, fast growing and international company.
- Excellent English language skills.

Compensation

Competitive compensation package includes base salary and performance based bonuses.

Contact & Deadline

If you think that you meet these requirements and you're ready to join a dynamic, international company that is growing rapidly, send your resume to Willem Wijnans, HR Manager at: recruiting@spotzer.com (Telephone number: +31 20 305 4135).

For more information about the position contact Tamar van de Paal, COO & CCO at tamar@spotzer.com or +31 20 305 4134.

No agency solicitations for this position will be considered.