

# Different Narrative

**Job Title:** Head of Digital Media

**Department:** Media

**Responsible to:** Director of Operations

**Responsible for:** Junior Staff/Apprentices

## Role overview:

You'll lead Different Narrative's digital function - building, shaping and owning how we deliver digital performance across our growing client portfolio. This is a senior, strategic role for someone who has done the hands-on work, knows it inside out, and is now ready to lead a team, grow a department, and make a meaningful contribution to the agency's commercial ambitions.

You'll set the direction for all things digital, working closely with our creative and client services teams to ensure digital sits at the heart of integrated campaigns. You'll be the agency's digital authority - in the room for new business, trusted by clients, and credible enough to challenge briefs and push for better.

This isn't a role for someone who wants to manage from a distance. You'll be close enough to the work to know what good looks like, whilst operating at the level needed to build a team, hit targets, and help shape the future of the agency.

## Qualifications & Experience:

- 7+ years in digital marketing, with significant experience across paid media, performance strategy, or integrated digital disciplines
- Proven track record of leading and managing a team - with the ability to recruit, develop, and get the best out of people
- Agency-side experience strongly preferred, with exposure to a diverse client portfolio across sectors and budgets
- Demonstrable experience owning commercial targets - including contribution to revenue, margin, and new business
- Deep hands-on knowledge of paid search and paid social platforms (Google, Bing, Meta, LinkedIn, TikTok and more), even if no longer day-to-day
- Experience with analytics (GA4, Looker Studio), and web performance
- A track record of leading pitches and developing senior client relationships

## What we're looking for:

### You should already be confident with:

- Setting digital strategy across paid, organic, and owned channels – and translating it into clear plans for your team to deliver
- Line managing and developing digital specialists, with a genuine interest in growing people
- Leading client conversations at a senior level – including presenting strategy, managing expectations, and handling difficult conversations
- Owning and reporting against commercial targets, including revenue contribution and departmental margin
- Running and winning new business pitches
- Building reporting frameworks and dashboards that communicate performance clearly to clients and leadership
- Managing significant client budgets across multiple accounts and sectors

### It would be great if you also have:

- Experience building and/or scaling a digital function from the ground up within an agency
- A network of industry contacts and the confidence to represent the agency externally

### In this role, you'll have the opportunity to:

- Define, evolve and own the agency's digital proposition and take it to market
- Build and grow a high-performing digital team around you
- Sit at the leadership table and contribute to the strategic direction of the agency
- Work across fully integrated campaigns alongside our creative, media and client services teams
- Shape how Different Narrative positions digital as a core part of what we offer

## Who we're looking for:

### You're likely to be someone who:

- Has genuine authority in digital – and the confidence to use it, whether that's in a pitch, a client meeting, or an internal discussion
- Leads with clarity. You can take complex digital thinking and make it land with a client, a board, or a junior member of the team
- Cares about the people around you. You invest in your team and take their development seriously
- Is commercially minded and understands that great work needs to deliver for the business, not just the brief
- Brings a point of view. You have opinions about where digital is heading and aren't afraid to share them
- Is hands-on enough to retain credibility, but strategic enough to see the bigger picture
- Takes ownership. If something's not working – commercially, creatively or operationally – you'd rather fix it than flag it
- Is adaptable and calm under pressure – at ease managing multiple clients, priorities and people at once
- Brings energy and ambition to the agency – not just to their own role, but to what we're all building together

## Why Different Narrative:

We're not about shouty marketing or ego-led thinking. We believe difference shows up as care, empathy and perspective – being a safe pair of hands for our clients and for each other.

We work collaboratively, treat clients as partners, and value people who bring head, heart and guts to their work. No airs and graces. No divas. Just smart, thoughtful people doing work they're proud of.

If you're looking for a role where you can grow, be trusted, and genuinely feel part of a team shaping meaningful work – we'd love to hear from you.