

Argentina Jobs Expertini®

Director of Creator & UGC Success

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Company: Social Native

Location: Argentina

Category: other-general

Described as the "Uber of Content", Social Native is a marketplace technology company that empowers marketers to create, source and optimize authentic visual content in the most efficient way possible. Leveraging the world's first AI-powered creative platform, brands such as Unilever, Adidas, L'Oréal, Crocs and Nestlé Waters partner with Social Native to improve the performance of their paid and organic social strategy with a combination of Influencer Marketing, Custom Content, and Content Editing solutions. With our acquisition of Olapic, we're changing the way marketers evaluate, refine and optimize their visual content strategy. This move solidifies our goal of delivering an all-in-one platform providing brands with data-driven insights, scales content creation, measures the impact of their work, and optimizes content and influencer strategy for even greater results.

The Creator Marketing and UGC Moderation teams are at the heart of driving value for our customers. We are looking for a customer and people first, data-driven Director who wants to lead and support a dynamic and growing division. This includes managing remote teams across various regions, ensuring the quality of our services, and developing strategies to improve our business processes and enhance our customers' experience. Director will report to the VP of Marketing & Operations and will drive the highest levels of performance and customer goal achievement. This role requires a strategic and analytical thinker who can develop processes and systems to maximize customer satisfaction and efficiency.

Key Responsibilities

- Lead teams of remote creator marketing and UGC moderation professionals to ensure the highest level of performance and achievement of customer goals.
- Lead by

example, taking on campaigns and clients to really understand the processes.

- Meet regularly with sales and CS leadership to forecast brands that need support
- Collaborate with cross-functional teams, including sales, customer success, product, and business analytics to ensure alignment and achieve common goals.
- Develop and implement ways to acquire new creators as well as engage and retain current creators.
- Develop and implement processes and methodology to ensure the quality and consistency of our content for our customers.
- Build processes that scale globally to meet the needs of the department & our strategic accounts
- Monitor and analyze key performance indicators (KPIs) to identify areas for improvement and implement strategies to increase efficiency and quality.
- Work proactively to quality check and troubleshoot potential delivery issues with our highest valued customers
- Engage with team to build and execute on career and personal development plans
- Address performance issues as needed, implement systems to monitor performance regularly
- Continuously evaluate and optimize our technology and infrastructure to support our operations and ensure scalability.

Qualifications:

- At least 5 years of experience in operations management, preferably in the marketing industry.
- 5+ year of experience managing a team
- Strong analytical and problem-solving skills.
- Data-driven & technically savvy
- Social media experience a plus
- Product management experience a plus
- Excellent communication and interpersonal skills.
- Experience working in a fast-paced and dynamic environment.

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