

**Job Description**  
**Group Head - Paid Media**

**Key Requirements**

- Bachelor's degree in Marketing, Advertising, Communications, Business Management, or a related field; MBA preferred.
- 7–9 years of experience in Digital Media, Performance Marketing, Brand Marketing, or Integrated Media Planning, preferably in an agency environment.
- Proven experience leading and scaling media teams of 10–15+ members across multiple accounts and business verticals.
- Strong track record of managing client portfolios, revenue targets, profitability, and commercial planning.
- Expertise across Google Ads, Meta, LinkedIn, Programmatic, DV360, YouTube, OTT, and Marketplace Advertising platforms.
- Strong understanding of Performance Marketing, Brand Campaigns, Media Planning & Buying, and Attribution Models.
- Proficiency in analytics and reporting tools such as GA4, Looker Studio, GTM, AppsFlyer, Adjust, SimilarWeb, and SEMrush.
- Hands-on experience using AI tools such as ChatGPT, Gemini, Claude, Perplexity, and AI-powered marketing platforms.
- Excellent client management, stakeholder engagement, communication, and negotiation skills.
- Strong strategic thinking, analytical capabilities, and ability to translate data into actionable business insights.
- Proven ability to manage multiple projects, drive business growth, and lead high-performing teams.
- Experience handling annual client portfolios of ₹5–8 Cr+ across sectors such as BFSI, FMCG, Retail, E-commerce, and D2C.

## **Key Responsibilities**

### Business Leadership and P&L Ownership (50%)

- Own the Media BU's P&L, driving revenue growth, profitability, and overall business performance.
- Lead annual business planning, forecasting, commercial negotiations, and quarterly business reviews.
- Drive account growth through upselling, cross-selling, and integrated solutions across service lines.
- Build and nurture senior client relationships, acting as a strategic advisor to key stakeholders.
- Manage critical client escalations and ensure long-term client retention and satisfaction.

### Operations, Strategy and Delivery Excellence (50%)

- Define the strategic direction for the Media function and ensure alignment with organizational goals.
- Oversee campaign governance, resource allocation, operational efficiency, and delivery quality across accounts.
- Establish performance frameworks, reporting standards, and best practices to drive business outcomes.
- Partner with cross-functional teams to deliver integrated marketing solutions and enhance client value.
- Champion innovation, automation, and process improvements to improve effectiveness and scalability.

### Team Leadership and Capability Building

- Lead, mentor, and develop team leaders to build a high-performing and future-ready Media function.
- Drive succession planning, capability development, and organizational growth initiatives.
- Foster a culture of accountability, collaboration, continuous learning, and innovation.
- Support talent planning, hiring decisions, and team structure optimization in line with business growth.