



**Title:** Director of Performance Marketing  
**Department:** Strategic Marketing and Communications  
**Reports to:** Chief Marketing Officer  
**Status:** Full-Time, Exempt  
**Location:** Overland Park, KS – Onsite

### **Elevate Your Career at CreativeOne!**

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend collaboration, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

### **Why Join CreativeOne?**

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

### **We're Building a Better Financial Future, Together**

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

### **Overview**

CreativeOne is hiring a **Director of Performance Marketing** to lead paid media and digital lead generation across our marketing organization. This leader will own the engine that drives demand for the financial advisors we serve — across Meta, Google, YouTube, and emerging channels — and will lead a team of digital marketers responsible for campaign strategy, creative direction, funnel architecture, and measurable growth.

This is a senior role with significant ownership: budget, team, strategy, and direct accountability for performance outcomes. We're looking for a builder with a coaching mindset — someone who's scaled paid media programs, knows how to combine creative, data, and AI to outperform the market, and wants to lead a function with real impact on the business.

This is not a media buying role. We're looking for a leader who deeply understands consumer psychology, creative strategy, funnel architecture, conversion rate optimization, and how to use AI to move faster and perform better at every stage.

### **What You'll Do**

#### ***Performance Strategy & Leadership***

- Own the strategy, execution, and performance of paid media across Meta, Google, YouTube, and emerging digital channels.
- Build campaign strategies that drive lead generation, seminar and webinar attendance, appointment setting, and B2B demand.
- Develop channel-specific approaches that align audience targeting, offers, messaging, creative, and landing page experiences.
- Set the standard for what high-performing paid media looks like across the organization.
- Partner with Growth, Creative, Content, Client Success, and Sales to ensure paid programs are aligned with broader business and advisor growth strategies.

### ***Creative, Funnel & Conversion***

- Direct creative strategy for paid campaigns — concepts, hooks, angles, formats, and testing plans.
- Bring deep understanding of what makes creative perform across platforms and formats — short-form video, static ads, carousels, lead forms, and landing pages.
- Architect high-converting funnels end-to-end: ads, landing pages, lead forms, and the path from impression to conversion.
- Own landing page strategy and conversion rate optimization as a core competency of this role.
- Develop and refine offer architecture that drives lead quality and downstream results.
- Build structured testing frameworks for creative, audiences, offers, and funnels — and translate insights into clear recommendations for future creative, messaging, and campaign improvements.
- Partner closely with designers, copywriters, video, and content teams to develop performance-driven creative at the velocity paid media requires.

### ***AI, Measurement & Innovation***

- Use AI as an operating standard — not an experiment — across creative ideation, audience research, testing velocity, reporting, and optimization.
- Build measurement and attribution frameworks that connect paid activity to leads, lead quality, cost per lead, conversion rates, attendance rates, appointment rates, and revenue influence.
- Establish reporting that shifts conversations from activity to outcomes — what worked, what changed, and what we're doing next.
- Build the AI playbook for performance marketing — the prompts, workflows, review lenses, and shared resources that make the team faster and better — and contribute to broader AI standards across the marketing organization.
- Stay ahead of platform changes, emerging channels, and the tools that create competitive advantage.

### ***Team Leadership & Cross-Functional Partnership***

- Lead, coach, and develop a team of paid media strategists and specialists, helping them grow their technical, strategic, analytical, and creative capabilities.
- Set clear standards for campaign execution, optimization, and quality.
- Build a culture of testing, accountability, and continuous performance improvement.
- Help team members connect their daily work to broader business outcomes for advisors.
- Partner closely with the Growth Marketing team on lifecycle, automation, and content; with Creative and Media Operations on production capacity; and with Sales and Client Success on advisor outcomes.

### ***What We're Looking For***

- 10+ years in performance marketing, paid media, or growth marketing, with at least 3 in a senior leadership role.
- Track record of scaling paid media programs with clear, measurable revenue or pipeline impact.
- Deep fluency across Meta, Google, YouTube, and emerging paid channels — and the judgment to know where to invest, where to cut, and where to test.
- Strong creative instincts and the ability to direct creative strategy that performs (not just looks good.)
- Demonstrated use of AI to accelerate creative iteration, testing velocity, and campaign performance.
- Proven experience leading and developing high-performing digital marketing teams.
- Comfort owning budget, performance accountability, and reporting to executive leadership.
- Strong cross-functional partnership skills — this role works closely with Growth, Creative, Content, Media, and Sales.

### ***Why This Role Is Different***

- You'll own a function with direct line of sight to revenue and the visibility that comes with it.
- You'll have the resources to bring in the tools and AI infrastructure needed to build a category-leading program.
- Your work will directly impact hundreds of independent financial advisors across the country — driving the leads, appointments, and growth that build their practices.
- You'll work alongside strong cross-functional partners aligned around the same growth outcomes.

## Demonstrate and Represent Our Core Values

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act With Integrity*
- *Collaborate Courageously*
- *Evolve With Purpose*

## About CreativeOne

CreativeOne is an industry-leading marketing and consulting firm that helps independent financial advisors grow their businesses. We combine deep financial expertise with full-service creative and media capabilities, delivering tailored marketing that drives measurable growth. With over 40 years of innovation behind us, we're building the next generation of advisor marketing—and we're looking for top talent to help lead the way.

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*This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities. CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*Our company does not currently sponsor employment visas. Applicants must be authorized to work for any employer in the U.S.*