

Vice President, Strategic Services, Western Region

Member of Client Services Team

Directed by: Executive Vice President/Client Services

Reports to: Executive Vice President/Client Services



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Position Overview

Love & Company, a leading marketing, advertising, and sales management firm in the senior housing and services field, seeks qualified, outstanding, senior-level candidates for the position of Vice President, Strategic Services, Western Region. This person will work primarily from their home, ideally located west of the Mississippi.

The Vice President, Strategic Services, Western Region is the primary client services contact for Love & Company clients in the western region of the continental United States. He/she develops the relationship with each client's executive leadership team (CEO, CFO, COO) and manages the day-to-day processes involved with the development and implementation of marketing and sales programs for our western clients. The VP, Strategic Services, Western Region's primary focus is on identifying and taking the steps necessary to ensure that our clients achieve their marketing and census goals, including developing annual and/or quarterly marketing plans for clients, leading the successful, on-time and on-budget implementation of those plans, and identifying potential obstacles to success and working with clients to overcome them.

As the primary client services contact for our western clients, the VP, Strategic Services, Western Region is the central point of ongoing communication between clients and the rest of the agency. He/she works with client service and project management team members based in Love & Company's headquarters in Frederick, MD. He/she also coordinates efforts closely with the creative and sales services teams, working to ensure all parts of our marketing and sales programs are working effectively together. From time to time, this individual may be asked to meet in Love & Company's Dallas and Frederick Offices.

This position requires regular travel.

Primary Responsibilities

- ❖ Effectively manage relationships with client's executive leadership teams and sales/marketing teams, on a day-to-day basis, as well as to develop long range plans to meet client needs

- ❖ Manage the development and implementation of macro, annual, and quarterly marketing and sales plans for clients
- ❖ Work closely with and coordinate client work with project management, sales, creative, production, digital, media, PRIM, market intelligence, and accounting
- ❖ Manage and develop internal client services team members
- ❖ Participate in the firm's new business development efforts

Detailed Responsibilities

- ❖ **Effectively manage relationships with client's executive leadership teams and sales/marketing teams, on a day-to-day basis as well as to develop long range plans to meet client needs**
 - Practice clear, concise, and accurate oral and written communication, including providing regular and timely meeting reports and project updates
 - Lead all major presentations and working sessions with clients, from marketing assessments to marketing plans, quarterly plans, research projects, branding programs, and ongoing project work (including presenting proposals, communicating schedules, and presenting creative materials)
 - Ensure appropriate reporting system are in place to effectively monitor results, modifying the marketing and sales program as needed to ensure results goals are met
 - Prepare and lead monthly presentations of program performance to client's executive leadership teams
 - Conduct regular 1:1 meetings with the client's CEO or executive director to discuss the overall program and what each of our organizations needs to do for the program to be successful
 - Proactively identify and respond to client needs and opportunities, identifying new business opportunities and communicating those opportunities to appropriate Love & Company team members
- ❖ **Manage the development and implementation of macro, annual, and quarterly marketing and sales plans for clients**
 - Participate in initial marketing and sales program evaluations and assessments, identifying the key issues that need to be addressed for each client to be successful
 - Lead the development of overall marketing and sales plans for clients, working closely with the project manager, as well as specialist team

members and executive vice presidents of client services and sales services

- Compile data needed for effective plan development/ complete standardized Excel tables and planning tools
- Write the narrative portions of annual and quarterly marketing plans
- Lead the development of quarterly marketing plans for clients, clearly mapping out goals, tactics, responsibilities and timelines for each quarter's activities
- Regularly compile and analyze campaign results and reports on each client's marketing and sales program's performance, identifying problem areas and opportunities to enhance results
- Communicate program performance on a regular basis to key Love & Company team members, as well as clients

❖ **Work closely with and coordinate client work with project management, sales, creative, production, digital, media, PRIM, market intelligence, and accounting**

- Conduct regular project meetings with project managers and other team members to proactively ensure we are identifying and starting upcoming projects with appropriate lead times and that projects are moving smoothly through the production process
- Write clear and insightful campaign and project briefs, and review and approve work orders, ensuring strategies, schedules and production details are effectively communicated
- Review and approve creative materials prior to presentation to client
- Ensure project schedules are developed and communicate them to clients in a timely manner
- Approve all production coordination details (lists, quantities, due dates, specs, etc.) for the project manager prior to communicating to the production department
- Ensure project pre-billing, purchase orders and revenue projected are completed accurately and in appropriate timeframes by the project manager
- For clients for which we are providing sales services, meet regularly with the executive vice president of strategic marketing services to ensure sales consulting efforts are appropriately focused

❖ **Manage and develop internal client services team members**

- Conduct regular project meetings with client services team members to proactively ensure we are identifying and starting upcoming projects with appropriate lead times
 - Oversee, coach and mentor team members in the day-to-day implementation of programs and management of accounts
 - Work with each team member to create individual development plans
 - Set annual and quarterly goals for staff development efforts
 - Meet with each team member monthly to review overall performance and achievement of development goals
- ❖ **Participate in the firm's new business development efforts**
- Represent the firm at selected conferences, exhibits and events
 - Make presentations at conferences
 - Meet with prospective clients
 - Assist in the development and presentation of proposals and presentations to prospective clients

Qualifications

This is a vice president-level position on the client services team. The individual we seek will have the following experience and capabilities:

- ❖ Minimum of five years of senior living marketing program management and supervisory experience/ ideally at least two years in an advertising agency or similar internal department
- ❖ Excellent writing skills/ command of language, grammar and spelling/ dedication to error-free work and communications
- ❖ Broad knowledge of integrated marketing communications strategizing, including direct marketing, traditional and digital advertising, branding, collateral production, web-based marketing, public relations and social media
- ❖ Skilled user of Microsoft Office (Word, Excel, PowerPoint)
- ❖ Optional, but helpful: basic knowledge of Macintosh computers/ senior living CRMs
- ❖ Ability to regularly travel overnight
- ❖ Excellent organizational, communication and people skills
- ❖ Bachelors degree

To apply, please submit the following through

www.loveandcompany.com/careers:

- ❖ A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- ❖ Your resume
- ❖ Your recent salary history and salary requirements
- ❖ Three writing samples (e.g., marketing plans, marketing assessments, client results reports)
- ❖ No phone calls, please

NOTE: Inquiries will only be accepted with cover letter and salary requirements