

Vice President of Client Services
Member of Client Services Team

Reports to: EVP of Client Services

Status: Full Time, Exempt

Salary Range: \$90,000 to \$110,000, depending on experience

Love & Company

Love & Company, based in Frederick, Maryland, is a national leader in senior living marketing, research, branding, advertising and sales management. We take pride in having a top-notch team of creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

Position Overview

The Vice President of Client Services leads the development and implementation of marketing programs for our clients. As the primary point person managing our relationships with clients, the vice president develops the relationship with each client's executive leadership team (CEO, CFO, COO and VP of marketing and sales). The primary focus of the position is on identifying and taking the steps necessary to ensure that clients achieve their marketing and census goals, including identifying potential obstacles to success and working with clients and internal Love & Company team members to overcome them.

The vice president of client services leads the internal client service teams, and as such works closely with leadership of other Love & Company departments, including project management, creative services, sales services and market intelligence services to ensure all parts of our marketing and sales programs are working effectively together. The vice president has primary responsibility for evaluating the results of clients' marketing programs, then working with the internal Love & Company teams to maximize those results.

Primary Responsibilities

- ❖ Manage relationships with clients' executive leadership teams
- ❖ Lead the development and implementation of marketing and sales programs
- ❖ Work closely with and coordinate client work with the project management, sales, creative, media and market intelligence departments
- ❖ Participate in the firm's new business development efforts
- ❖ Monitor client profitability
- ❖ Manage and develop internal team members, including strategic services directors, account managers and the reporting specialist



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Detailed Responsibilities

❖ Manage relationships with clients' executive leadership teams

- Lead all major presentations and working sessions with clients, from marketing assessments to marketing plans, branding programs and research projects
- Ensure appropriate reporting systems are in place to effectively monitor results, modifying marketing and sales programs as needed to ensure results goals are met
- Oversee the development of regular (typically monthly) presentations of program performance, and lead the presentation of those results to clients' 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
- Review proposals for significant campaigns or other marketing projects, ensuring budgets and timelines are appropriate, then lead the presentation of those proposals to client leadership

❖ Lead the development and implementation of marketing and sales programs

- 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
- Oversee the development of overall marketing and sales plans for clients, working closely with the strategic services directors and vice president of sales services
- Ensure appropriate background data is gathered for effective plan development; complete standardized Excel planning tools; coach and train other client service team members on the effective development and use of these tools
- Write selected narrative portions of annual marketing plans, and oversee the writing of sections developed by the strategic services directors, vice president of sales, and other team members
- Oversee the development of quarterly marketing plans for clients, coaching the strategic services directors to clearly map out goals, tactics, responsibilities and timelines for each quarter's activities
- Regularly evaluate reports on the performance of each client's marketing and sales program, identifying problem areas and opportunities to enhance results

- Communicate overall marketing and sales program performance to key Love & Company team members, as well as clients
- ❖ **Work closely with and coordinate client work with the project management, sales, creative, media and market intelligence departments**
 - Coordinate macro planning efforts for client marketing programs with director of project management to ensure schedules and production details are appropriately planned and effectively monitored
 - Review and approve major creative projects (e.g., branding programs, major campaigns) prior to presentation to client
 - For clients for which we are providing sales services, meet regularly with the vice president of sales services to ensure sales consulting efforts are effectively coordinated with marketing planning services
 - Coordinate with other department heads as appropriate based on client needs
- ❖ **Participate in the firm's new business development efforts**
 - Assist in the development of proposals for prospective clients, including developing macro marketing and sales budget projections when needed
 - Participate in onsite presentations to prospective clients
 - Participate in the development and presentation of educational sessions conferences
 - Identify appropriate opportunities to offer additional services to existing clients, introducing Love & Company specialists as needed
- ❖ **Monitor client profitability**
 - Understand campaign/project architecture and estimate structures; follow that structure when onboarding new clients
 - Review revenue projections workbook monthly with strategic services directors to ensure accurate booked, pending and potential work for existing clients, and to ensure projects are being move forward at an appropriate pace
 - Regularly review reports of project and client profitability, identifying actions that need to be taken to improve client profitability when needed
- ❖ **Manage and develop internal team members, including strategic services directors, account managers and the reporting specialist**
 - Oversee, coach and mentor team members in the day-to-day development and implementation of marketing and sales programs

- Work with each team member to determine their development needs and create individual plans to meet those needs
- Meet with each team member monthly to review overall performance and achievement of development goals

Qualifications

This is a senior-level client services/account management position based in Frederick, Maryland.

- ❖ Ten or more years in the senior living field, with experience marketing operational communities as well as major expansion/blue sky projects
- ❖ Five to seven years of marketing program management and supervisory experience, at least two years in an advertising agency
- ❖ Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- ❖ Advanced knowledge of marketing metrics and analysis
- ❖ Broad knowledge of integrated marketing communications strategies, including direct marketing, traditional and digital advertising, branding, collateral production, web-based marketing, public relations and social media
- ❖ Advanced knowledge of Microsoft Office (Word, Excel, PowerPoint). Basic knowledge of Macintosh computers is helpful.
- ❖ Ability to travel overnight when necessary. Position may include travel multiple times per month.
- ❖ Excellent organizational, communication and people skills
- ❖ Bachelor's Degree

Application Details

To apply, please submit online at: <https://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

NOTE: Resumes will ONLY be accepted with a cover letter and salary requirements.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.