

Content Marketing Director
Member of Creative Team

Reports to: Creative Director
Status: Full Time, Exempt

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

This role requires someone who is an expert in all things related to content and channel optimization, storytelling, segmentation, analytics and meaningful measurement. The Content Marketing Director leads a full range of editorial, communications and messaging efforts related to our clients' PR, content and social media efforts. Responsibilities include developing the content marketing strategy on behalf of Love & Company's clients, as well as writing and assigning stories for a variety of communications channels. Powerful, persuasive communications, strategically and effectively deployed across multiple channels, is particularly critical. The ideal candidate will be deadline-oriented, with the ability to multi-tasking, adapt and continuously learn new technologies, software and content management systems.

Primary Responsibilities

- ❖ Play key role in designing and executing integrated communications plans.
- ❖ Develop highly creative and effective content and distribution strategies across the web, mobile, social, video, and other multimedia and print channels that entice key audiences with compelling imagery, messaging and storytelling.
- ❖ Establish a proactive storytelling communications style that identifies and packages lifestyle stories that support the benefits of Life Plan Communities.
- ❖ Review Love & Company's content assets, including internal and external blogs and social media platforms, ensuring they capture our clients' brands while optimizing SEO, and sales.
- ❖ Collect and analyze information about email and social media analytics to inform strategy and content development. Optimize campaigns based on content marketing best practices, data and A/B testing.



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- ❖ Effectively manage the work and professional development of a small team of content creators and multimedia specialists (including freelance).
- ❖ Synthesize ideas and information into clear, accurate, and persuasive prose.

Detailed Responsibilities

- ❖ Play key role in designing and executing integrated communications plans.
 - Broaden awareness of Love & Company and our clients, driving engagement for our company and our clients.
- ❖ Develop highly creative and effective content and distribution strategies across the web, mobile, social, video, and other multimedia and print channels that entice key audiences with compelling imagery, messaging and storytelling.
 - Works with the Creative Director, Director of Interactive Communications, Director of Media Services, and the Strategic Services Directors (client services) to aggregate content ideas, align messages and fully leverage, amplify and publicize original and curated content.
 - Work collaboratively with various internal team members to develop targeted communications products.
 - Create and maintain storytelling hubs on behalf of our clients.
- ❖ Establish a proactive storytelling communications style that identifies and packages lifestyle stories that support the benefits of Life Plan Communities
 - Infuse communications with compelling messaging that INVOLVES * INFORMS * and INSPIRES boomers and seniors.
- ❖ Review Love & Company's content assets, including internal and external blogs and social media platforms, ensuring they capture our clients' brands while optimizing SEO, and sales.
- ❖ Collect and analyze information about email and social media analytics to inform strategy and content development. Optimize campaigns based on content marketing best practices, data and A/B testing.
 - Convert marketing qualified leads (MQLs) into sales qualified leads (SQLs).
- ❖ Effectively manage the work and professional development of a small team of content creators and multimedia specialists (including freelance).
 - Ensure high-quality content, production values, brand integration and conversion rates.

- ❖ Synthesize ideas and information into clear, accurate, and persuasive prose.
 - Exercise strong writing and editing capabilities
 - Change voice and writing styles for various authors and audiences
 - Adapt content for different purposes and communications channels

Qualifications

This is a mid-level creative team position based in Frederick, Maryland.

- ❖ A minimum of seven (7) years of effective and relevant work and supervisory experience required
- ❖ Proven track record of growing a business/brand/product via email marketing that results in either a sale, customer retention or some kind of ROI-related metric.
- ❖ Equivalent combination of education and experience may be considered
- ❖ Excellent command of the English language, both oral and written; Dedication to error-free work and communications
- ❖ Strong computer literacy and proficiency in Microsoft Office; Basic knowledge of Macintosh computers is helpful
- ❖ Experience with email and social analytic tools (Google Analytics required), email marketing (MailChimp required), project management and content management systems (WordPress required), along with an SEO optimization background.
- ❖ Experience with HubSpot, SalesForce, Enquire, Marketo, Constant Contact, and Workamajig a plus
- ❖ Senior living experience is also a plus
- ❖ Excellent organizational, communication and people skills
- ❖ Bachelor's Degree in English, Communications, Journalism or related field

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 and links to your LinkedIn profile and online portfolio
- ❖ Your recent salary history and salary requirements
- ❖ Five samples of work you have been responsible for producing, along with brief, specific descriptions of the role you played in each; Ideally, samples would include at least one integrated marketing campaign, along with reporting tools that demonstrate success/lift; Extra points for being able

to demonstrate a successfully placed press release in a major newspaper or magazine

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

No phone calls, please.

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.