

Media Services Director

Member of the media division of the integrated media department

Directed by: Principal, Chief Marketing Innovation Officer

Reports to: Principal, Chief Marketing Innovation Officer

Position Overview

The Media Services Director oversees media services for Love & Company and its clients, coordinating the day-to-day tasks involved in the successful implementation of digital and traditional media strategies and buys as well as managing the media department staff. The media director works closely with the client service and creative teams to ensure that placement strategies are closely aligned with both strategic and creative goals as well as ensuring that results-oriented projects are completed on time and on budget.

Primary Responsibilities

- ❖ Oversee and manage media department staff and freelancers
- ❖ Develop and implements strategic media plans
- ❖ Manage the planning, negotiation and analysis for all media vehicles on behalf of clients
- ❖ Coordinate media work with the client services, creative, sales, production, research and billing departments
- ❖ Participate in the firm's new business development efforts
- ❖ Report upon paid search and social campaigns and make recommendations for fine-tuning digital campaigns to improve results
- ❖ Hands-on optimization of Google Ads and Facebook campaigns
- ❖ Maintain specified budgets for paid search and paid social campaigns
- ❖ Track, report and identify numerical trends within paid search accounts
- ❖ Track, report and analyze website analytics, initiatives and A/B tests
- ❖ Research traditional media outlets and costs and place media insertion orders

Detailed Responsibilities

- ❖ Oversee and manage media department staff
 - Ensure that the team is executing on a high level (effectiveness, accuracy, and speed)
 - Train, monitor and review staff and freelancers



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- ❖ Develop and implement strategic media plans
 - Practice clear, concise and accurate oral and written communication
 - Assist with research and analysis of client's existing media plans and commitment schedules to include information on planning, budget allocations, industry-standard measurement tools and execution and post-analysis of media purchases
 - Research and analyze competitor advertising, lead source reports, and other placement opportunities
 - Prepare media analysis and recommendations and present to client

- ❖ Manage the planning, negotiation and analysis for all media vehicles on behalf of clients
 - Plan and execute digital, broadcast, print, outdoor and other media outlets
 - Collaborate with PR and Integrated Media (PRIM) department to successfully execute non-traditional social media platform marketing and advertising (blogs, Facebook, Twitter, YouTube)
 - Manage media and social media practices that complement the PR, marketing and advertising strategies represented for any one client
 - Help develop solid media strategies and tactics, drawing on the firm's expertise, experience and proprietary research
 - Write the narrative portions of annual and quarterly marketing plans
 - Compile and analyze campaign results, communicating results to other team members
 - Prepare regular results reporting presentations for clients

- ❖ Coordinate media work with the client services, creative, sales, production, research and billing departments
 - Provide media strategy input during development of tactical and creative campaigns
 - Obtain advertising rates that fit with agreed media strategy
 - Manage media calendar based on usage patterns and other factors
 - Prepare and maintain insertion orders, review and approve media vendor invoices
 - Adjust media schedules and placement strategy in response to campaign results
 - Manage budgets and maintain advertising spend records

- Enter and update data in project planning system (Workamajig/WMJ)
- ❖ Participate in the firm's new business development effort
 - Meet with prospective clients
 - Assist in the development and presentation of proposals and presentations to prospective clients
- ❖ Report upon paid search and social campaigns and make recommendations for fine-tuning digital campaigns to improve results
 - Collect and analyze data and metrics to identify trends and insights
 - Perform ongoing keyword discovery, expansion and optimization for internal and external clients via Google AdWords
 - Be aware of client digital assets and use them to achieve lead generation results on various digital platforms.
- ❖ Hands-on optimization of Google Ads and Facebook campaigns
 - Set up goals in Google Analytics and AdWords for conversion tracking
 - Creation of digital advertising account setup
 - Optimize ongoing digital campaigns, such as bid updates, keyword analysis and additions, ad creation, etc.
- ❖ Maintain specified budgets for paid search and paid social campaigns
 - Create and manage Facebook ad campaigns based on strategic direction
- ❖ Track, report and analyze website analytics, initiatives and A/B tests
 - Execute A/B and multivariate experiments in AdWords/Analytics
 - Identify keyword opportunities, media platforms and content/assets to develop successful campaigns
 - Maintain current information on changes and best practices in SEO and digital marketing
- ❖ Research traditional media outlets and costs
 - Place (and eventually negotiate) traditional media insertion orders
 - Collect tearsheets from media vendors
- ❖ Manage media invoices, billing and internal project management of new media client setup
 - Collect and compile lead data as well as research media publication costs

❖ Additional Roles & Responsibilities

- Manage predetermined campaign expenses and adhere to budgets
- Execute campaign strategy/tactics developed by media directors and/or integrated media services (IMS) team members
- Review/compile media strategy narrative during the media macro planning, assessment and/or proposal creation process
- Draft and keep track of best practice documentation and instructional checklists that complement the IMS department and its clients
- Manage the revenue recognition process for digital advertising optimization and setup projects, as well as media expenses

Qualifications

This is a mid-level position within the integrated media department. The individual we seek will have the following experience and capabilities:

- ❖ A BS/BA degree in marketing, advertising, communications, marketing research or a related field
- ❖ Three to five years of media planning management experience, at least two years in an advertising agency
- ❖ Direct experience setting up and optimizing Google Ads campaigns (search and display) and Facebook Ad campaigns (at least 3 years of hands on experience)
- ❖ Direct experience setting up and optimizing social media campaigns, at least one year experience
- ❖ Knowledge of Google Analytics (reporting and setup)

Because Love & Company is a team-based organization, this person must be highly adaptable and comfortable working collaboratively across multiple teams. The applicant must have superb attention to detail, ability to think strategically, strong record of execution, and a desire to make a difference. In addition, the applicant should:

- ❖ Be analytical and data-driven
- ❖ Be results-driven self-starter with a desire to learn
- ❖ Be hard-working with a positive attitude
- ❖ Have excellent written and verbal communication skills
- ❖ Have strong project management skills
- ❖ Work with integrity and ethically; uphold organizational values
- ❖ Follow policies and procedures; complete administrative tasks correctly and on time; support organization's goals and values

- ❖ React well under pressure; treat others with respect and consideration regardless of their status or position

To apply, please email:

To apply, please submit online at: <https://loveandcompany.com/careers/>:

- ❖ A detailed, unique cover 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: 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.