

DIGITAL INTERACTIVE DIRECTOR

Member of Integrated Media Services Team

Reports to: VP, Marketing Innovation

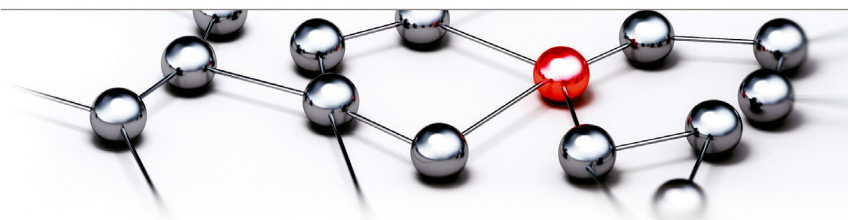
Status: Regular Full Time, Exempt

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 digital and creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

POSITION OVERVIEW

The Digital Interactive Director has the primary responsibility of the management of interactive digital marketing efforts on behalf of our clients. In addition to overseeing, creating and directing the creative and strategic digital work of the department, he/she will also be responsible for building the firm's digital services, including developing work systems, processes and best practices; hiring and training members of the digital team; managing the team of producers, designers, developers, and programmers; and supporting the company's efforts to generate and grow our digital portfolio of business. The Digital Interactive Director must be able to serve as a resource, advisor, mentor, and evangelist for digital services within the organization.



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PRIMARY RESPONSIBILITIES

- Lead the development of interactive digital work for the firm's clients, with a focus on best practices, design, user experience, and the user journey
- Oversee ongoing security, maintenance, audits and updates to digital client work
- Participate in the firm's new business development effort for interactive digital work
- Ensure the digital work is optimized across all browsers and platforms, with a focus on accessible design, responsiveness, security and tracking
- Work closely with the Digital Media Director and Content Marketing Director on integrated digital plans and strategy for clients, including presentations

DETAILED RESPONSIBILITIES

- Oversee and lead the interactive digital services department within Love & Company
 - Develop Love & Company standards for work systems and processes, including maintaining documentation
 - Build a team of employees and freelancers with the skill sets needed to develop all facets of digital projects
 - Receive, scope and respond to regular client update requests, ensuring they're executed in the most effective manner and aligning with digital marketing goals
- Lead the development of interactive digital projects
 - Work with the client service and creative team to define the scope and recommended approach for digital strategies and goals for each client
 - Regularly review existing scopes and time on projects to adjust pricing as needed
 - Determine appropriate time and expense budgets to achieve the client's objectives while meeting Love & Company profit goals
 - Lead interactive digital projects—from strategy and creation to deployment—including developing design concepts, executing designs, optimizing for SEO, developing custom programming or coding, creating

- API bridges, developing content management systems, and testing the site or other materials prior to launch
 - Delegate work to the digital team/resources as needed to meet budgets and deadlines on digital projects
 - Serve as an ongoing digital strategy advisor to the client, client service team and creative team
 - The breadth of digital work may be anything from landing pages, full websites, complex email automations, API connections between CRMs and CMS, providing audits on existing materials, banner ad creation, animation/video work and other projects that are 'digital first' as needed
- Participate in the firm's new business development effort for digital work
 - Stay educated on the most current tech tools and trends, extending this knowledge into testing new systems and working with external vendors/software providers
 - Meet with the client services team to identify opportunities to offer digital services with existing clients, or expand their confluent digital programs
 - Meet with prospective clients to identify their challenges and discover what digital tools and services could resolve them
 - Assist in the development and presentation of proposals to prospective clients
 - Participate in agency self-promotional projects
 - Make presentations at conferences
- Ensure the digital services team upholds the Love & Company values
 - Meet with each team member quarterly to review overall performance
 - Identify potential gaps in resources and identify whether this may require a full-time team member or a part-time freelancer/contractor, or review if services may be best outsourced to a vendor-partner
- Stay educated, current and up to date on rapidly changing technology, trends and software, making space to test regularly and introduce new options and methods to the client services team
- Maintain an ongoing asset sheet and asset library for all digital projects

QUALIFICATIONS

The person we are looking for will have the following experience and capabilities:

- At least seven years' experience developing and managing a broad range of digital services
- Advertising/marketing agency experience is a plus
- Experience overseeing a team and managing external vendors
- Advanced knowledge of Adobe Creative Suite tools; other website development and wireframing programs; mobile content development; and responsive design
- Proven knowledge of Wordpress, CSS, HTML, Google Analytics/Tag Manager, email automations across multiple systems, CRM knowledge.
- Divi knowledge a plus
- Proven track record of effective digital design with a focus on user experience, and on-time, on-budget production, reporting and proof through metrics
- Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- Excellent organizational, management, communication and people skills
- Ability to travel overnight when necessary
- Bachelor's degree in interactive communications, marketing 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
- Your 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.