



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

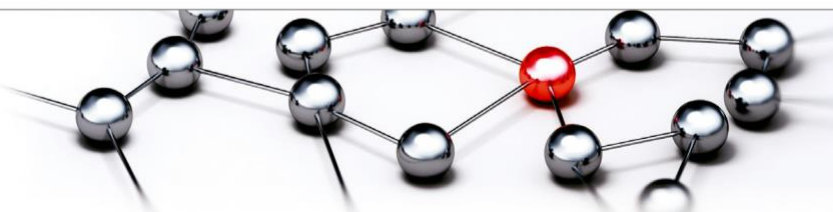
POSITION OVERVIEW

The media services director oversees media services for Love & Company and its clients, coordinating the day-to-day tasks involved in the successful planning and implementation of traditional and digital 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.

It is preferred that this be an in-office, non-remote position located at Love & Company in Frederick, MD. We are open to alternatives for the right team member.

PRIMARY RESPONSIBILITIES

- Develop strategic media plans
- Manage the implementation, negotiation and placement of all media vehicles on behalf of clients
- Hands-on optimization of Google Ads and Facebook campaigns
- Analyze and report on all media campaign results and make recommendations for fine-tuning campaigns to improve results
- Participate in the firm's new business development effort
- Oversee and manage media department staff



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DETAILED RESPONSIBILITIES

- Develop strategic media plans
 - ⊙ Lead the analysis of clients' existing media plans and commitments, including information on 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 to determine the best media options for each client
 - ⊙ Develop recommendations for traditional and digital media plans and campaigns that complement the overall marketing strategy for each client
 - ⊙ Prepare macro (multi-year), annual and quarterly media analyses, recommendations and plans
 - ⊙ Plan A/B and multivariate experiments in AdWords/Analytics
 - ⊙ Identify keyword opportunities, media platforms and content/assets to develop successful campaigns
 - ⊙ Write the narrative portions of macro, annual and quarterly marketing plans
 - ⊙ Present media plans to clients
- Manage the implementation, negotiation and placement of all media vehicles on behalf of clients
 - ⊙ Manage the implementation of all media plans, including digital, broadcast, print, outdoor and other media
 - ⊙ Lead rate negotiations with media outlets to achieve targeted rates in overall media plan
 - ⊙ Collaborate with other departments within integrated media services (creative, content marketing and digital) to successfully execute non-traditional social media platform marketing and advertising (blogs, Facebook, Twitter, YouTube)
 - ⊙ Provide media strategy input during development of tactical and creative campaigns
 - ⊙ Oversee the management of the media calendar for each client, ensuring that all campaign elements are successfully placed and run
 - ⊙ Oversee the preparation and placement of media insertion orders
 - ⊙ Review and approve media vendor invoices
 - ⊙ Collect tear sheets from media vendors
 - ⊙ Manage budgets and maintain advertising spend records

- Hands-on optimization of Google Ads and Facebook campaigns
 - ⊙ Maintain current information on changes and best practices in search engine optimization and digital marketing
 - ⊙ Set up digital advertising accounts for new clients
 - ⊙ Set up goals in Google Analytics and AdWords for conversion tracking
 - ⊙ Optimize ongoing digital campaigns, such as bid updates, keyword analysis and additions, ad creation, etc.
 - ⊙ Create and manage Facebook ad campaigns based on client's strategic direction
- Analyze and report on all media campaign results and make recommendations for fine-tuning campaigns to improve results
 - ⊙ Perform ongoing keyword discovery, expansion and optimization for internal and external clients via Google AdWords
 - ⊙ Collect and analyze digital data and metrics to identify trends and insights
 - ⊙ Collect and compile lead data for traditional advertising
 - ⊙ Compile and analyze campaign results, communicating results to other team members
 - ⊙ Prepare regular results reporting presentations for clients
 - ⊙ Adjust media schedules and placement strategy in response to campaign results
 - ⊙ Be aware of client digital assets and use them to achieve lead generation results on various digital platforms.
- Participate in the firm's new business development effort
 - ⊙ Meet with prospective clients as needed
 - ⊙ Assist in the development and presentation of proposals and presentations to prospective clients. This may include developing spec media plans and campaigns.
 - ⊙ Lead the planning and implementation of Love & Company's media placement strategies
- 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

- Additional Roles & Responsibilities
 - ⦿ Manage predetermined campaign expenses and adhere to budgets
 - ⦿ Execute campaign strategy/tactics developed by integrated media services 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 integrated media services 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 management position in integrated media services on the creative team. The individual should have the following experience and capabilities:

- A minimum of seven years of effective and relevant work and supervisory experience required
- 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), Facebook Ad campaigns (at least 3 years of hands on experience), and other social media campaigns (at least one year experience)
- Knowledge of Google Analytics (setup and reporting)
- Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- Be analytical and data-driven
- Be a results-driven self-starter with a desire to learn
- Consistently demonstrate a positive attitude
- Have strong project management skills
- Work with integrity and ethics; uphold organizational values
- Follow policies and procedures; complete administrative tasks correctly and on time; support organization's goals and values
- React calmly under pressure; treat others with respect and consideration regardless of their status or position

- Bachelor's degree in marketing, advertising, communications, marketing research or a 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 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.