



JOB DESCRIPTION - DIRECTOR OF DIGITAL SERVICES

The Director of Digital Services oversees the activities of the Digital Workgroup. Reporting to the President, the Director of Digital Services is accountable for ensuring the Digital Workgroup delivers all outcomes outlined in the agency's growth plan.

Digital Workgroup Functions

- Digital Strategy & Execution
- Digital Advertising
- Social Media
- Analytics
- Search Engine Optimization
- Search Engine Advertising
- Email Marketing
- Website Development, Support & Hosting
- Domain Management
- Other Digital Platforms

Our Brand Standards

- Embody the agency's core values
- Foster a positive and productive workplace
- Achieve agency and client quality standards
- Contribute to the agency's growth plan

Strategy & Vision

- Identify and align Workgroup strategic goals with the agency's strategic goals
- Build execution plans that ensure Workgroup strategic goals and growth expectations are met
- Collaborate with other Workgroups to ensure agency's growth expectations are met
- Research and analyze industry, market, and competitors to make proactive and informed decisions
- Manage revenue and expenses to meet Workgroup financial expectations
- Design and implement methods to streamline operations, maximize profitability, and increase customer satisfaction
- Evaluate new technology selections and guide implementation
- Ensure Workgroup practices follow current laws, licensing agreements, and ethical best practices

Leadership & Management

- Ensure self and all Workgroup team members meet the agency Brand Standards
- Direct and supervise the activities of the Workgroup, delegating and providing guidance as needed
- Provide regular formal and informal feedback on Workgroup and individual performance
- Document and support all Workgroup employees' short- and long-term development plans
- Prepare, deliver, and document formal performance reviews of all direct reports
- Administer formal and informal performance improvement plans when appropriate
- Implement company policies, addressing questions and concerns as needed
- Source and secure talent for Workgroup positions
- Provide final recommendations on all Workgroup personnel decisions
- Ensure proper on-boarding and training of all Workgroup employees
- Oversee selection and management of Workgroup services performed by outside suppliers and vendors



Client Relations & New Business

- Build and enhance client relationships
- Represent the agency or its clients at industry, community, and client functions
- Practice effective prospecting and relationship development
- Present, sell, and defend agency work/proposals to prospects and clients
- Participate in new business proposals and presentations
- Participate in the strategy and execution of agency marketing and sales plans
- Develop new agency service offerings, pricing, and promotional strategies

Production

Directors are responsible for both the management of and active contribution to their Workgroup functions. As a contributor to your Workgroup, you are expected to generate billable services that align with your skill set and experience, which may include:

- *Digital Strategy & Execution* - Research, strategic planning, goal setting, tactic recommendations, budgeting, measurement of performance against strategy and budget, and refinement as needed
- *Digital Advertising* - Campaign strategy, platform selection, placement, targeting, budgeting, creative, implementation, ongoing management, and optimization
- *Social Media* - Organic posting, content creation, moderation; Paid campaign strategy, platform selection, placement, targeting, budgeting, creative, implementation, ongoing management, and optimization
- *Analytics* - Setup, monitoring, data collection, measurement, reporting, interpretation, and analysis
- *Search Engine Optimization* - On- and off-site SEO strategies, optimization, and continuous improvement
- *Search Engine Advertising* - Campaign strategy, platform selection, keyword analysis, placement, targeting, budgeting, implementation, ongoing management, and optimization
- *Email Marketing* - Platform selection, setup, CRM integration, list management, creative, testing, automation, and reporting
- *Website Development, Support & Hosting* - New builds, ongoing maintenance, hosting platforms, security, responsive design strategies, API integrations, and software and CMS selection and implementation
- *Domain Management* - Domain search, registration, migration, and DNS management
- Other digital platforms, client, agency, and business projects as needed

Requirements:

- 5-7 years applicable industry experience
- Associate's or bachelor's degree preferred, but not necessary
- Demonstrated experience across all Digital Workgroup functions
- Demonstrated aptitude in sales, leadership, and management
- Strategic marketing experience and agency experience desired

Necessary Traits for the Position:

- Ability to apply marketing concepts to achieve business goals.
- Self-starting initiative and a relentless focus on delivering results
- Naturally inclined problem-solver with an "everything is possible" attitude
- Operates as both a creative leader and team player
- Ability to quickly learn and leverage new digital technologies
- Can see the big picture, as well as pay attention to details
- Passion to help grow the agency and its client's businesses