



Slice Communications

Job Description

Director of Digital Production

Purpose

We seek a creative and highly skilled Director of Digital Production to join our dynamic marketing team. The ideal candidate will have a passion for storytelling, a keen eye for detail, and a strong understanding of digital media trends. As a Director of Digital Production, you will create, manage, and optimize high-quality content across various digital platforms to drive engagement, brand awareness, and customer loyalty.

Accountabilities

- Strategic Leadership & Client Management
- Team Management & Development
- Social Media & Content Strategy Execution

Department: Work Excellence

Reports To: Vice President of Digital Marketing

Core Responsibilities

Strategy

- Participate in weekly Digital Marketing Team Meetings.
- Support First Cut Sessions by asking critical questions about social media marketing solutions.
- Provide strategic recommendations in internal account meetings.
- Identify strategic client opportunities across content, paid and organic social media, influencer marketing, and other digital marketing avenues.
- Contribute to the social media section of strategy documents delivered to clients.
- Update strategies based on analytics and client success team recommendations.

Social Media Management

- Create and maintain community management plans for all social media clients, responding to all audiences.
- Lead social listening efforts to engage in trends and timely conversations.
- Design and manage influencer marketing programs, including recruitment and interaction.
- Ensure social content is scheduled and published appropriately.
- Ideate and execute creative social media campaigns for each client.



- Collaboration is key in this role. You will work closely with clients to execute social efforts in partnership with the VP of Digital, fostering a team environment that values shared success.

Content Management

- Oversee the development and implementation of content and editorial calendars.
- Manage the creation of social media posts, ad copy, website copy, blogs, white papers, emails, and other digital content.
- Partner with client subject matter experts, thought leaders, and content developers to support content generation.
- Identify, engage, and manage content management partners, including photographers, videographers, developers, designers, and event planners.
- Manage influencer and user-generated content programs, from design to implementation.
- Work closely with the creative team on multimedia or design content needs.
- Ensure all materials are delivered on time and within budget.
- Attend client events for content collection and real-time social media posting

Research, Trends, and Best Practices

- Collaborate with project managers to update process boards effectively related to social needs.
- Leverage existing best practices for client benefit.
- Research and evaluate new social media and digital marketing tools and technology.
- Identify opportunities from audience insights.
- Ensure accurate and timely reporting from social media efforts in collaboration with the Analytics Director.
- Work with MarTech and Analytics Directors to design, optimize, and report on social media advertising campaigns.

Leadership

- Participate in Strategy Team Meetings
- Support Client Strategy First Cut Sessions by asking critical questions related to digital marketing solutions
- Participate in client update calls and meetings, providing strategic recommendations
- Provide inspired solutions to challenges and opportunities by educating clients on the best digital marketing tools to meet their needs
- Identify opportunities for account growth, cross-selling, and upselling

Team Management

- Assist in the hiring, training, and reviews of the Content Production Team.
- Conduct weekly individual check-ins and lead larger team huddles with the content team.
- Facilitate internal team conversations on client work, ensuring alignment with project objectives.



- Triage issues, set quarterly goals, and mentor and coach team members.
- Develop and share best practices among the team; push them creatively and strategically.
- Use project management software to monitor team members' activities, to dos, client requests, client deliverables, and other items.
- Oversee implementation to meet client goals, budgets, and deadlines.
- Develop and share best practices among the team; push them creatively and strategically.
- Set goals, evaluate, and report on the professional and skills development of social media managers.
- Craft Standard Operating Procedure (SOP) documents and best practices to enhance team efficiency and productivity.
- Report successes, progress, problems, developments, and challenges to the Vice President of Digital Marketing.

The Great Teammate Commitment: Responsibilities of Great Slice Teammates

- Live out the Slice values when working with teammates and clients: Yes, And Energy; Copilot Attitude; Goal-Oriented Focus; and Always Learning.
- Practice the 13 trust behaviors.
- Consider teammates' and clients' communication styles and preferences.
- Communicate about tasks, workload, and deadlines, and make sure task status is tracked to ensure trusted communication with teammates. Ask for help prioritizing tasks if needed.
- Be open to new ideas, new possibilities, and change.
- Come to meetings prepared to participate, focus, and contribute value and perspective.
- Deliver high-quality work, and ask, if needed, for more information or other support to do so.
- Speak up and share perspectives and expertise, and take a constructive, solutions-focused approach to interactions with teammates and clients.
- Listen with the intent to understand.
- Cheer on teammates and celebrate good work.

###