

Director of Interactive

WBLS-FM and WLIB-AM, top-ranked radio stations in the #1 market in the country, are seeking a designer/developer with experience in traditional media and experience with interactive marketing overall to oversee the operations of the Interactive properties of their two stations.

These properties include, but are not limited to:

- Three websites: www.wbls.com , www.wlib.com, and www.circleofsisters.com
- The email marketing campaigns utilizing each stations' databases
- One texting platform: WBLS Mobile Fam Text Club
- The social networking platforms (Facebook, Twitter, etc.) of each of the sites

Responsibilities will include:

- Work cohesively with other departments- programming, promotions, sales and production- to develop and execute station and client marketing campaigns across the digital platform
- Conceptualize new content ideas and source web applications to improve user experience, site stickiness, integration of digital and traditional assets and advertiser ROI
- Ensure that timelines/integrated project plans are met
- Analyze performance of digital campaigns in order to optimize efficacy of the interactive platform
- Lead new third party partnerships and technical integration
- Manage and train junior, part-time and interning designers

Required Knowledge and Experience:

- At least 8 years' experience in web design and programming
- Additional experience in video editing, SEO, email marketing, texting
- Knowledge of all major digital marketing forms and how they can work independently or together to achieve said goals
- Experience managing junior designers

Software:

- Adobe PhotoShop CS4
- Adobe Illustrator
- Adobe Acrobat 9 Professional
- Adobe Dreamweaver CS4
- Adobe Flash CS4
- Adobe Premiere Pro CS4
- Adobe Soundbooth CS4
- Joomla, Drupal, Mambo
and other open source CMSs

Programming:

- HTML
- XML
- JavaScript
- PHP5
- MySQL
- AJAX
- CSS
- ASP.net

Pluses:

- Experience working in Intertech VortalX
- Experience working in Promosuite
- Experience working in HipCricket