

# Director of Website Delivery

## Position Description Form

<b>Position Title:</b>	Director of Website Delivery	<b>Date:</b>	July 28, 2010
<b>Department:</b>	Global IMS	<b>Location:</b>	Baltimore, MD
<b>Reports To (Position Title):</b>	VP, Global IMS		

### Position Purpose:

The Director of Website Delivery is responsible for the management and success of the creative, development, maintenance, technical support and launch of all TravelClick Hotel website for our clients and customers. This position will be responsible for managing the Creative Design team and Web Development team and will be tasked to drive greater efficiencies, processes and results for our hotel customers' website development and ongoing management. This job will require cross function work with the sales and marketing team and a strong understanding of how online media affects results through great website design and functionality. In addition, this role will be tasked with introducing new ways to leverage the team in order to grow additional revenue opportunities through creative ideas and web applications for hotels and online media.

### Primary Responsibilities:

- Oversee the delivery and quality of IMS projects covering website development projects, SEO campaigns, PPC campaigns, Social Media campaigns and Email Marketing campaigns.
- Establish and refine project processes.
- Identify, coordinate and establish outsourcing partnership arrangements.
- Monitor/forecast required staffing levels for the department and coordinate the recruitment of new personnel when required.
- Coordinate project status report and revenue forecast reports for the department.
- Support and coordinate business development initiatives including analyzing client requirements, investigation solutions, preparing quotes, proposals and sales presentations.
- Lead and support new product initiatives and internal projects from conception to execution.
- Strive to meet or exceed agreed revenue targets, product renewal targets and customer satisfaction scores.

### KNOWLEDGE & MINIMUM QUALIFICATIONS REQUIRED:

- Degree preferred.
- 7+ years experience in managing project teams in Internet Marketing
- 7+ years experience in managing and mentoring a staff of 20+
- Considerable knowledge and experience in online products: Web, PPC, SEO, Social Media, Email
- Considerable experience in independent decision making and global reporting structure.
- Experience managing the operations side of a business including monitoring budgets/targets
- Knowledge of website production/SEO/PPC best practices
- Excellent understanding of Internet Marketing

- Adobe Flash, After Effects, Dreamweaver, Photoshop, Illustrator
- Javascript
- ActionScript
- Coldfusion
- HTML, XML
- SQL
- Data services integration: XML, RSS, SOAP, etc.
- Video and audio compression
- Architecture / design patterns
- Best Practices Coding Standards
- Pixel tracking and analytic coding
- Bilingual Spanish, a plus