



POSITION DESCRIPTION

Digital Media Director

WellmarkPerspexa is a Melbourne-based creative agency specialising in B2B, corporate and healthcare communications strategy and execution. Our clients include major Australian corporate entities, Australian divisions of major international pharmaceutical companies and a number of successful B2B companies. Our business focus is on the delivery of strategically focused, creative communications via a spectrum of executions that work together to build brands.

The position

As Digital Media Director, your primary role will be:

- To manage all digital projects for both new and existing clients
- To grow the digital side of our business and develop new service offerings in the digital space
- To foster productive working relationships with new and existing technology partners, e.g. web developers
- To employ your broader graphic design skills across some traditional print media projects, as internal resource requires
- To manage the company website and intranet
- To keep staff up to date on emerging digital trends and technologies
- To help foster a studio environment that facilitates the delivery of creative outputs

Reporting to the Managing Director, you will play a key role in ensuring WellmarkPerspexa's digital and interactive projects are consistently delivered on time, to specification, and to the highest of quality, within the context of an in-house studio delivering both traditional print media and digital outputs for niche audiences across a range of specialist industries/sectors.

Key tasks and responsibilities

Under the guidance of the managing director, and in collaboration with the Creative Director and broader creative team, you will be:

- Leading the development of the company's digital strategy and plan
- Developing (and advising clients on) the digital strategy for discrete projects
- Contributing to new business development by identifying and developing leads in the digital space and promoting our credentials and digital service offering to clients and new business prospects
- Preparing and presenting proposals and tenders for digital projects
- Taking digital project briefs from clients
- Conducting project briefs for, and project-managing, web developers and other back-end technology partners
- Sourcing and generating estimates for digital projects
- Preparing project timelines, site/content maps and scoping documents
- Updating our work-in-progress sheets with digital project milestones and module deadlines
- Contributing (hands-on) to the design, coding, scripting, testing and deployment of digital projects
- Keeping the leadership team informed of our in-house digital resourcing needs and providing recommendations for managing projects internally versus outsourcing
- Providing strong leadership and expert guidance to team members on digital projects including:
 - Contributing to internal meetings and creative brainstorms
 - Taking on line management duties for four direct reports working across digital media
 - Working with account managers to deliver superior levels of service to our clients
 - Working with designers and writers to deliver the best creative outcomes
- Following the firm's basic disciplines in time recording, client management, filing and other administrative processes including:
 - Keeping complete account of time spent on chargeable and non-chargeable work
 - Managing and archiving project assets
 - Maintaining an up-to-date directory of technology developers/partners and new business prospects
- Keeping abreast of industry trends and emerging technology issues
- Demonstrating the company's expertise and thought leadership in the rapidly evolving digital space
- Working with the creative team to identify and develop IP (digital or otherwise) that we can own and profit from

Our requirements

EXPERIENCE

A minimum of five years' digital media/design experience in a creative agency or digital design firm. Client service experience is highly regarded.

PROFESSIONAL COMPETENCIES

The successful candidate will be able to clearly demonstrate:

- Excellent project management skills
- Excellent developer and client relationship management skills
- Experience across a range of digital media projects – websites, video, slide presentations, eDMs, eNewsletters, blogs, wikis, forums, Flash animation, apps for iPad and smart phones, etc.
- A working knowledge of (X)HTML, CSS, Javascript (J-Query) and Flash (knowledge of PHP and any open-source CMS would be favourable)
- Familiarisation with relevant coding and accessibility standards such as W3C, WAI, WCAG, Vision Australia guidelines, etc.
- Working knowledge of design software for web (Adobe CS) and basic Microsoft Office skills
- A strong background in graphic design with experience across a range of traditional print media projects
- Ability to work autonomously and in a team environment
- Strong verbal communication and interpersonal skills

BEHAVIOURAL/PERSONAL COMPETENCIES

- Strong leadership skills
- Highly creative and insightful
- Ambitious
- Team player
- Initiative and confidence
- Commercial acumen
- Customer service orientation
- Energy and enthusiasm

Location and travel

Melbourne-based office. The successful candidate will need to have regular access to a car to enable travel to and from client/supplier meetings. Very occasional interstate travel may be required from time to time (usually eastern seaboard, return same-day).

Our values

The successful candidate will embody the WellmarkPerspexa values. We are:

Accomplished, clever and informed

We excel at distilling complex information into truly effective communications. We are both creative and technically minded, and we relish the challenges posed by strategic design and brand building. We are thought leaders committed to breaking new ground and to exceeding expectations.

Savvy

We live by our professional approach, our sharp focus on our clients' needs and our deep understanding of commercial objectives and priorities. Our ability to execute creative solutions that genuinely support our clients' commercial and strategic imperatives is what sets us apart from our rivals.

Trusted

In our dealings with each other, our clients and our suppliers, we act with honesty, integrity and respect. By building trust, we enable our clients to tread boldly and bravely. Our most exciting work happens when we bring people together and take them on the journey with us.

Inclusive

We work in partnership with each other, our clients and our suppliers. We value the diversity of skills and perspectives in our team and yours. For us, the flow of our work is all-important, so we tolerate no boundaries. We enjoy the company of others, we respect everyone's contributions, we get on; we connect.

Spirited

We enjoy what we do and it shows. We want our clients to not only value the excellent results they receive from us but to enjoy the experience of working with us. We are open, responsive and easy to work with.