

Director of Online Audience Development

Company: 1105 Media	Location: Falls Church, VA 22042
Status: Full Time, Employee	Job Category: Marketing/Online
Relevant Work Experience:	Career Level: Experienced (Non-Manager)
Education Level: Bachelor's Degree	

Job Description

The media professional with the proven ability to optimize our five websites and other digital media will enjoy a challenging and rewarding career as the Director of Online Audience Development for 1105 Government Information Group. We are the leading provider of integrated information and media for the government information technology field, and you will thrive in a creative environment enhancing our SEO and lead generation programs and developing industry affiliations and partnerships. Collaborating with dedicated colleagues in content, circulation, marketing and sales, you will implement new techniques to drive users to our sites and further leverage their online behavior for our traffic and lead generation-based offerings. You will be a player/coach who is both strategic in terms of imagining the possibilities as well as capable of making it all happen

A division of 1105 Media, Inc., 1105 Government Information Group is the leading provider of integrated information and media for the government information technology market. Our comprehensive portfolio of print, online, event, custom media and research products distinctively serves the information needs of the government IT buying team—agency executives, program managers, IT managers and systems integrators—across all segments of federal, state and local government. Flagship news and information brands include Defense Systems, Federal Computer Week, Federal Employees News Digest, GCN, Government Health IT, Washington Technology and a variety of events. For more information regarding our company, please log on to www.1105govinfo.com.

As the Director of Audience Development, you will work out of our Northern Virginia office. Your proven background in online media marketing will allow you to enhance our SEO to boost lead generation and to drive traffic to our sites. Your proven success in online media, your knowledge of SEM and your direct marketing background are as critical as your keen eye for web statistics and a passionate desire to constantly improve our key internal metrics and external rankings. You are a flexible team player who can juggle tasks, taskmasters and timetables. Your innovative and creative approach to audience development is critical, as you will present your findings and suggestions to senior management.

To apply for this position or refer someone you know, please use our online interview system managed by Accolo: <http://jobs.accolo.com/12961>