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Interactive Manager

Compatibility Quiz:

The successful applicant will know the answers to these questions without research.

1. A website is showing up at domainname.com but not **WWW**.domainname.com. Why and how do you fix this?
2. How can web analytics measure the number of visitors that were referred from an ad banner campaign?
3. What is SFTP and why is it important?
4. What is Standards Based HTML and how do you decide on Old School vs. Web2.0 programming?
5. What is PIPEDA? How does this affect email marketing?
6. What is the value of split testing?
7. What are 3 typical reasons companies want to redesign their sites?

The Spirit of the Position:

Dotfusion is looking for an inspired leader/project manager to continue the evolution of Dotfusion as a SMALL, GREAT COMPANY. The job is located in Toronto and is a new position. This successful applicant will lead the development team to push the envelope in delivering inspired, innovative and result generating online marketing projects. The projects include websites, email campaigns, microsites/landing pages and multi-media campaigns. They will also instill Dotfusion's values and fanatical attention to detail while motivating the development team in a fast paced, positive energy environment.

Position Summary:

The Interactive Manager is responsible for ensuring excellence within the Interactive Production team and in the final projects we deliver. Specifically, this position is responsible for exceptional quality control and the systemized and documented management of project resources, schedules and budgets. They will report directly to the President and CEO.

The Interactive Manager will have a flexible schedule to work outside of normal business hours when projects are on deadline.

In this position you will lead research into new web based technologies and applications that may be appropriate for Dotfusion's client's businesses. You will manage the production process of developing websites, email campaigns, landing pages etc, including content systems, navigation, features and functionality. You will develop and manage website information architecture and strategies for online development, designed to improve user experiences, reduce administrative costs, and maximize profitable growth and revenue targets for Dotfusion's clients. You will also help evolve our in house Project Management Tool.

Dotfusion distinguishes itself by adding deep strategy and use of measurement tools in its projects. We use objective measurement whenever possible to balance the assumptions that we often make in assessing the optimal strategies and tactics for project. The Interactive Manager will ensure measurement systems are included in all projects. Testing practices will be included in projects when appropriate to ensure our tactics deliver measurable results for our clients.



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Expectations of the Position:

- Thoughtful and extremely organized management of the Interactive Production Team
- Project asset management
- Delivery of the highest quality projects for all clients of all sizes
- Delivery of all projects 1 week early
- Communicating with client liaison during production
- Leading weekly production meetings with Production Team and Account Managers
- Creation and management of project plans, budgets, status reports and post mortems.
- Delivery of all projects on or below budget
- Continuous education and communication of emerging interactive technologies

Required Experience/Skills:

- Online project organization/planning and information architecture documentation
- Use of project management tools and methodologies
- Direct management of multi-discipline employees
- Clear and educational style of communicating with both staff and clients
- Project budget creation and management
- Project schedule creation and management and time tracking
- Project management
- 5+ years related work experience.
- Additional development skill in HTML/CSS or .net, an asset to contribute to production when needed

Career Path:

After 6 months and based on excellent performance and leadership, the Interactive Manager would have the opportunity to evolve into the Interactive Director position. This position will add the responsibilities of hiring production staff, financial and resource forecasting and higher-level strategic technology and operations responsibilities. This position will include a \$15,000 pay raise.

Compensation:

0-6 months	\$50,000/annual salary
6 months to 2 years	\$65,000/annual salary
2 years plus	Up to 10% annual salary increase based on objective performance review

How to Apply:

Please email resume in PDF format to jobs@dotfusion.com. Please include links or screenshots of online projects with details outlining your exact role in the project. (Please include at least 2 live projects with live url). We also kindly ask that you include 3 references that we can contact that would recommend you for this position.