

# PROJECT MANAGER

## JOB DESCRIPTION

### JOB PURPOSE:

The Project Manager has day-to-day responsibility for the smooth and effective running of his/her projects with a focus on great delivery. To do so you should have great skills in client management, effective project leadership, budget control, project tracking and reporting.

### CONCRETELY:

#### THE PM MANAGES AND DELIVERS PROJECTS

- Manage and deliver multiple work streams for various types of digital and non-digital projects within an account to agreed scope, timings, budget and quality
- Work with internal teams to help define project scope, resource requirements and cost estimates for projects
- Be the hub of communication for the project – in regular contact with internal and external partners engaged in delivering our product
- Be prepared and able to defend your position and your client's position internally and externally
- Encourage, facilitate collaboration and empower the team
- Have a good understanding of the brands you work on – their definitions, their core characteristics, how they should and shouldn't behave
- Understand the key technical aspects of the development process for CRM, website, email, online advertising, print, etc.
- Create robust and realistic cost documents in our internal management tool
- Produce and follow realistic timings with clearly flagged milestones
- Know when to delegate upwards and raise the alarm at the right time, to the right people when issues occur

#### THE PM STRIVES FOR GREAT WORK

- Learn to develop creative and technical judgement and strive for the best work every time
- Ensure you are driving quality at every stage of the project
- Be eager to do better and better and better again

#### THE PM IS PASSIONATE ABOUT ADVERTISING, MARKETING, DIGITAL AND CRM

- Make it your business to learn as much as possible: reading relevant blogs and articles, attending training sessions, talking to experts and taking an interest generally in what is going on around you
- Be plugged in to new trends and developments across the industry and particularly within the client's sector
- Understand the different types of available and emerging media, including constraints and opportunities presented by each
- Understand what makes a good piece of marketing

#### THE PM WILL BE AN AWESOME COLLEAGUE

- Be positive and a force for good in the team – even when faced with difficult problems
- Be solutions minded
- Remain calm under pressure
- Be prepared to muck in on areas outside of your immediate scope. This means sharing resources, helping on other accounts, taking part in pitches or managing internal initiatives
- Do not sing too loud
- Do what you love and love what you do

*Your Agency\**