



SILVR Job Description

POSITION TITLE: Project Manager
REPORTS TO: COO
DEPARTMENT: Creative
EXEMPTION STATUS: Salaried Exempt

POSITION SUMMARY

The Project Manager is responsible for the coordination, control, and implementation of all digital projects. This position will be highly integrated with the rest of the Digital Marketing team. Creates and owns project schedules and timelines, effectively communicates with the project team, runs meetings and follows through to make sure all projects are delivered on time and with clear direction.

This position is instrumental in helping our clients tell their brand story in the digital space.

You will help us use web technologies to achieve our business growth goals. You will identify needs and new opportunities and aspire to increase brand awareness. You're a tech-savvy trendsetter who has innovative ideas to improve customer experience. Ultimately, you should be able to effectively connect our brand with our online customers.

SCOPE OF POSITION

The Project Manager's primary responsibilities will focus on the following requirements. Additional requests may be made to support the team as necessary.

- Partner across teams to optimize digital experience for clients and consumers
- Lead initiatives by managing scope, issues, and risks
- Understand, support, and influence the priorities, budgets, resources, and strategic objectives associated with company initiatives in addition to client initiatives
- Manage and provide recommendations to teams including project scope changes that impact project budget, timeline or general project objectives
- Act as liaison for teams: articulating strategy, identifying and implementing metrics to track performance of digital properties, etc.
- Participate in client strategy calls
- Maintain and update client strategy sheet
- Responsible for staying current on leading project management, program management and business analysis techniques, and develop methods for effectively integrating these approaches to the agency practice
- Maintain insight into key industry trends and best practices, bringing opportunities for innovation or business improvement to business partners for digital roadmap consideration

Qualifications

- Proven work experience as a project manager
- Understanding of formal project management methodologies
- Hands on experience with project management software
- Copy/content writing and editing
- Information architecture knowledge
- Familiarity with content management systems and basic html
- Social Media, SEO, Keynote/Powerpoint presentation skills
- Comfort with marketing and technology lingo
- Eye for detail and work organization
- Experience with vendor relationships and strategic partnerships
- Knowledge of modern technologies and emerging platforms
- Solid technical background with an ability to address accessibility/compatibility issues
- Excellent organization and time management skills
- Communication and team management skills
- Understanding of SEO and Google Analytics
- Bachelor degree level in English, media studies, communication studies, journalism, PR or equivalent work experience, preferably within a digital media environment

COMPETENCIES

Organizational Competencies

Customer Focus - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Dealing with Ambiguity - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.

Learning on the Fly - Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.

Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

Position Competencies

Action Oriented - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Composure - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Decision Quality - Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.

Developing Direct Reports and Others - Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organization; is a people builder.

Directing Others - Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people; is a clear communicator.

Informing - Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organization; provides individuals information so that they can make accurate decisions; is timely with information.

Managing and Measuring Work - Clearly assigns responsibility for tasks and decisions; sets clear objectives and measures; monitors process, progress, and results; designs feedback loops into work.

Managing Vision and Purpose - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

Motivating Others - Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

Peer Relationships - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Planning - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

Priority Setting - Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.