

**Client: Gray Loon**

**Description: Digital Project Manager Job Description**

**Draft Date: January 13, 2017**

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## **Description**

A digital project manager position (PM) at Gray Loon is the best of both worlds. The PM works closely with both the production team and the client to promote a positive, successful workflow and project completion.

The PM is the tracker of deadlines and budgets, the champion of communication, and the organizer of all details. A person geared to be a PM can handle the pressure when deadlines loom, and a PM loves the challenge of problem-solving on the fly.

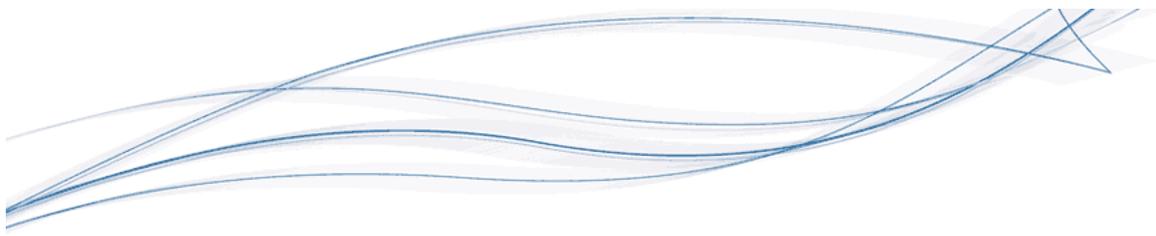
Additionally, a PM at Gray Loon will play a key role in the development of online strategies, planning integrated online marketing projects, and analyzing ongoing measurement statistics.

The PM is the key to effective cross-functional teamwork with copywriters, creative designers, and developers. The PM promotes teamwork and collaboration to achieve short-term and long-term initiatives that meet and exceed client expectations.

A PM will advise, manage, and coordinate production of digital projects (including websites, email marketing, and social media initiatives) and other marketing deliverables. The PM will work with account executives, the client, and the internal production team to define project objectives and metrics to be tracked to determine success.

The PM will develop and maintain detailed project plans and tracking, including interdependencies, milestones, timelines, and budgets. It is the responsibility of the PM to ensure on-time and on-budget delivery of work from internal team members and external agencies and vendors.

And most essentially the PM is a champion for well-organized, well-processed communication to the client and to internal team members.

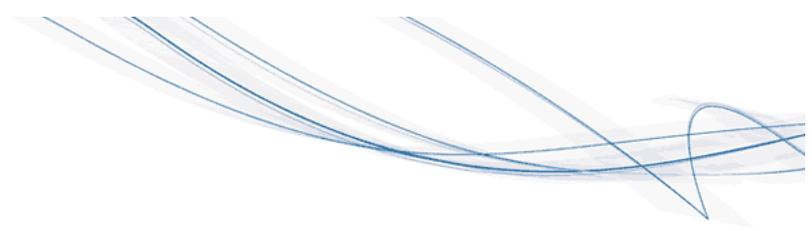


## **Responsibilities**

- Lead all project-related meetings, keeping internal stakeholders and team members updated on project status and accountable for deliverables
- Serve as direct client contact and internal contact on assigned projects; maintain ongoing contact with clients to manage the receipt of information and dissemination of information to team members
- Manage project queries internally and with the client
- Present work to clients for approval, and manage revisions, approvals, and final project deliveries
- Oversee the project budget and recognize changes in project scope
- Track project milestones and deliverables, and ensure that deadlines are met
- Provide concise and timely status reporting as required
- Recognize project problems, assist team members in resolving project problems, work with clients to resolve project-related queries and issues as needed, and facilitate decision making

## **Requirements**

- Bachelor degree in marketing or communications, or equivalent web or interactive coursework or certifications
- 3+ years experience in general web project management is desired
- Proven track record of successfully managing a wide variety of web projects, including concurrent management of maintenance/updates and new projects
- Extremely proactive, with a results-driven, hands-on approach
- Ability to effectively engage and motivate team members
- Strong communication skills, with the ability to translate complex technology concepts into business terms



- Ability to operate at both conceptual and detailed levels
- Solid working knowledge of and/or expertise with inbound marketing
- Sound understanding of and/or expertise with UX/UE
- Well-versed in web production and web development processes and activities
- Proficient in web content management, optimization, and content publishing
- Experience analyzing online metrics, reporting, creating and making presentations, and providing ongoing recommendations
- Preferred experience with Mac OS, Google Drive, Google Analytics
- Experience with content management systems, such as Drupal and Wordpress, is beneficial