

Marketing Project Manager

Under the direction and supervision of the President, the Marketing Project Manager supports activities related to both client projects and agency promotions. The position requires strong writing skills, project management skills, excellent communications skills, and a broad knowledge of marketing and advertising. Most of all, the Marketing Project Manager should have a "vision" about the importance of the creative and strategic marketing product to the agency and the business growth of its clients.

Responsibilities:

- Solves business, marketing and sales problems through smart, well-designed advertising and marketing campaigns
- Operates as the centerpoint and main contact for client accounts, leading the agency team to a big picture understanding of client strategy, needs, and goals
- Builds client marketing plans, calendars and aids in their presentation and execution
- Leads client meetings, presentations, and brainstorming sessions
- Translates the client's vision, goals, message, budget, timeline to the creative team to achieve success
- Drafts and edits copy, ensuring the client and agency message is told in a compelling manner
- Proofreads all text and corrects spelling, usage and grammatical errors
- Reviews and approves layouts, artwork, photography, and proofs
- Stays aware of client activities, competitors, and market trends to hone an ongoing strategy
- Assists in scheduling, production and on-time delivery of all agency creative
- Contributes to the agency blog, social media and other promotions
- Assists in pricing all agency services, calculating in-house charges and requesting estimates
- Builds agency proposals and bids for new business
- Effectively presents, sells and defends all agency work/proposals to prospects and clients
- Practices effective prospecting, relationship development and soft sales efforts; resulting in a steady increase of new business from both new and current clients
- Represents the agency or its clients at industry and community and client functions
- Assists with development of business functions, operations and processes
- Maintains current computer skills; takes training in the use of new software as the agency requires.
- Support other client, agency and business projects as needed

Requirements:

- 5-6 years applicable industry experience
- Bachelors Degree preferred
- Impressive professional portfolio showing marketing strategy, writing and any graphics experience, if applicable
- Strategic marketing experience, agency experience or project management experience desired
- Experience in the use of Macintosh computers, Google Docs/Sheets, Office and iWork
- Candidate should have basic knowledge of Photoshop, Illustrator and InDesign
- Social Media, WordPress experience a plus

Necessary Traits for the Position:

- Possesses effective visual, oral and written communication skills
- Demonstrates the ability to work independently and meet deadlines, self-motivated
- Operates as a both a creative leader and team player
- Can see the big picture as well as pay attention to details
- Possesses integrity, passion and enthusiasm for your work
- Passion to help grow the agency and it's clients' businesses

