



Digital Marketing Project Manager Job Description

Roles & Responsibilities

As our Digital Marketing Project Manager your responsibility is to ensure that our clients are happy and that the work they've commissioned us to do is done on time and to a high standard.

This role requires you to wear many hats and you will be expected to fulfill many different tasks. These include but are by no means not limited to...

- Holding weekly Zoom meetings with clients where you will cover victories, issues & priorities.
- Tracking deadlines and managing priorities.
- Providing key project planning deliverables (*e.g. competitor analysis, keyword research, sitemap design etc*)
- Handling website support requests.
- Understanding and creating reports on important performance metrics (*e.g. conversions, CTR, ROI etc*)
- Setting clear objectives, SMART goals and managing expectations especially in terms of expected results and timescales..
- Attending and contributing to regular team meetings.
- Ensuring that the DGM team and any other project stakeholder is clear on their duties and accountable.

- Working on branding & design.
- Eloquent and objectively critiquing digital assets (e.g. websites, landing pages, lead magnets, emails)
- Creating & reviewing content for use on websites, email marketing & social media.
- Proofreading, testing & quality checking.
- Help us to build a better company by creating, reviewing and improving processes and inspiring your colleagues.

Essential Attributes

Excellent communication skills. You will enjoy and feel comfortable communicating with other people (*clients, client's teams, colleagues, prospective clients etc*) in-person, on the phone, through Zoom and via email. This role requires someone that is professional and that can distill confidence in our clients whilst remaining warm, personable, enthusiastic and likeable. Impeccable written and spoken English is a must.

Digital Marketing experience. You will have a proven experience of working on digital marketing projects and a fundamental understanding of what and how digital marketing is used by businesses and organisations to deliver positive outcomes.

Comfortable working remotely. This role is mostly home based. You will be a self-starter that isn't easily distracted and is comfortable working from home for the most part. It is a requirement that you have a space to work in that is not compromised by the presence of other distractions during work time such as children, pets, or any other source of background noise.

You relish taking responsibility and making decisions. You will be responsible for delivering websites and digital marketing work that can and often makes the difference between success or failure in a very meaningful way for our clients. You will need to control the people and resources available to you in order to deliver excellent outcomes, on time whilst managing the expectations of everyone involved.

A-Player mindset. This role is for someone that loves to perform at a high level and enjoys the recognition and satisfaction that comes with it. This is not a role for someone that shys away from having their performance measured or questioned.

Problem solving & critical thinking. This role requires someone that is a source of solutions, not problems. Someone that autonomously finds ways to solve the problems they may encounter without leaning unduly on others to do the thinking for them.

Coachable. You are someone that can receive feedback in a positive manner and then work on it to improve.

IT Literacy. You don't need to be a computer hacker but you should be able to competently use computers & common software applications such as web browsers, search engines, Google Apps, Microsoft Office etc.

An aptitude for learning. However experienced you are, you won't know everything and your ability to learn is important. This role requires someone that enjoys and is good at learning new skills. Digital marketing is a constantly shifting landscape and we need someone that can quickly learn, understand and use new skills, strategies and technologies.

Excellent time keeping. The key function of this role is to deliver work on time and often for important clients that have very limited time themselves. You must show up for meetings on time and anticipate and maneuver around any barriers to doing otherwise.

Organisational Skills. This role requires someone that is calm, organised and able to manage multiple projects at once. You will also need to organise those around you and put effort into making the lives of others easier.

Ambition. This is not a role for someone that has small ambitions and just wants to pick up a salary each month with the least resistance. You can and will grow with this role and company if you have the ambition and we want someone that will take the initiative to punch upwards and beyond their specified role in the pursuit of greater things.

Integrity. You need to instill confidence in those around you by acting at all times transparently and with integrity.

Attention to detail. Paying attention to detail should not be a chore but something you enjoy and understand

Desirable Attributes

The ability to travel. Whilst we work remotely for the most part, we do have an office in Birmingham and clients all over the country. On occasion it will make sense to meet your colleagues or clients in person, so having a driver's license and/or the ability to travel to Birmingham or elsewhere throughout the country would be a great attribute.

Experience with WordPress and/or Divi. We almost exclusively build bespoke client websites using WordPress and the highly customisable Divi theme. Having an understanding of these will shorten any learning curves.

The ability to do basic coding (HTML/CSS/JS). This isn't a coding or developer role but understanding some basics may help you when testing digital assets or when dealing with our website developers.

An eye for quality design and UX. The aesthetic appeal of a digital asset is important and whilst there is some subjectivity to what does and doesn't look good. You will have an innate sense of what looks good and can make objective arguments to support this based on best practice user experience principles.

Your first chance to show us what you're made of will be how you respond and apply. If instant rejection is what you're after then just send your CV. If not... please send an email to careers@digitalgroupmedia.com along with a short video telling us exactly why you'd make our dream Digital Marketing Project Manager.