

## Marketing Project Manager

### Job Summary

The Marketing Project Manager supports the Marketing, Communication and Research (MCR) teams by driving the execution of major departmental projects through collaboration with Subject Matter Experts who provide content, research, and creative direction. The Project Manager tracks deliverables, obtains cost and timing estimates, gathers status updates, communicates project risks, and tracks campaign success.

### Primary Responsibilities

#### Coordinate integrated communication and marketing activities

- Test and schedule key marketing media including email, online advertising and social media
- Conduct customer experience mapping to provide insights into opportunities for improvement and determine where we have competitive advantages
- Collaborate with members of the marketing team to transform project briefs into optimized campaign plans

#### Gather requirements and produce associated documentation

- Develop project requirement documents
- Obtain cost and timing estimates
- Identify key stakeholders, dependencies, contingencies and resource constraints
- Capture or extrapolate meeting action items with associated target dates

#### Manage project plan development, implementation, tracking, and approvals

- Develop and manage project plans ensuring they follow the project brief while being mindful of business process flows, key goals, data collection requirements, and timelines
- Assess project feasibility, risks and milestones while managing deadlines
- Maintain open and ongoing lines of communication and visibility to all stakeholders

#### Report results

- Establish, document, monitor, and measure project metrics to ensure campaign and operation effectiveness
- Provide feedback and input to evolve business processes and improve efficiency
- Identify opportunities to quantify and document marketing program impact

#### Foster effective team dynamics to drive projects to completion

- Encourage teamwork while acting as the liaison between various teams and departments to define requirements, identify roles, and set deadlines
- Challenge the status quo when it negatively impacts a project and work to resolve conflicts to overcome obstacles



## Qualifications

- Bachelor's degree\* required; *Concentration in project management, business analyst or marketing preferred*
- Minimum 3-5 years relevant project management experience including successfully implementing projects on time and on budget
- Strong organizational and analytical skills
- Strong written and verbal communication skills, including ability to listen carefully
- Detail and goal-oriented – must be able to meet deadlines
- Demonstrated capability of learning to use digital marketing tools such as Social Media platforms (LinkedIn, Facebook, Twitter) and email platforms (MailChimp)
- Demonstrated interpersonal, communications, and negotiation skills coupled with the ability to build networks, influence and motivate others toward accomplishing objectives
- Professional attitude, enthusiastic, and reliable
- Self-disciplined and able to independently manage multiple projects simultaneously while maintaining quality and limited errors in work
- Experienced with Microsoft Office, including high proficiency with Excel
- Experience and formal training in Project management process / software (MS Project, Sharepoint) knowledge a plus

\*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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