



WISE[™]
Advise + Assist Team

Marketing Project Manager

Summary

WISE Advise + Assist Team is looking for a skilled Marketing Project Manager (PM). The Marketing PM is responsible for the overall management and administration of client projects through the entire project lifecycle. The PM is at the core of the team and helps everyone to communicate clearly while staying on time, on budget, and meets the highest of quality standards. PMs must demonstrate solid business judgment and sound strategic thinking. The right candidate will have a strong personality and be direct in team communications but will exhibit superb professionalism and diplomacy.

Responsibilities

Main duties will include, but not limited to:

- Project Management
 - Understand the scope of work across an assigned account, as well as the project plan at an individual project level
 - Develop project charters, estimates, and project plans
 - Prepare comprehensive project scopes (deliverables, schedules, budgets, etc.)
 - Oversee timeline and estimate development efforts of team members within the assigned portfolio of projects
 - Define and adjust processes to meet project/business needs and look for ways to improve processes while coaching teams to do the same
 - Lead client discussions on the project plan to ensure the client understands project flow and due dates needed in order to meet end goals
- Marketing
 - Planning digital marketing campaigns, including web, SEO/SEM, email, social media, and display advertising
 - Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
 - Work closely with developers throughout the implementation process
 - Plan, execute and measure experiments and conversion tests
 - Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
 - Utilize a strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Leadership
 - Collaborate with executives, Project Manager Lead, and cross-functional leads on complex projects and strategic assignments
 - Effectively lead internal meetings making important, relevant contributions, and generate workable conclusions
 - Manage multiple direct reports and set career and capability goals with them
 - Participate in team and cross-capability recruiting, interviewing, and staffing
 - Problem-solve program and project issues
 - Assist teams in resolutions
 - Lead large teams to develop risk mitigation plans
 - Actively seek out ways to improve team and client communication
 - Develop processes that lead to more effective collaboration



WISE[™]
Advise + Assist Team

- o Deliver constructive feedback while outlining and facilitating development plans where needed

About the Job

The WISE Team is made up of an all virtual workforce. With the challenges of working virtually, in a fast paced environment, we are made up of strong and unique individuals who create our team first company culture.

A successful WISE Team Member enjoys continually learning new things and is constantly improving themselves. They are a strong communicator who is able to communicate complex ideas, listen well, and maintain excellent customer service. They are organized and detail oriented. They have the ability to accept feedback and make adjustments based off of that feedback. They take pride in their work and maintain a high level of quality control. They have exceptional time management and are great at multitasking. They also enjoy new challenges and changes to their work environment.

Most importantly a successful WISE Team Member is authentic, versatile, a self-starter, and a team player.

We look forward to meeting you!

Minimum Qualifications

- Bachelor's Degree and/or Master's Degree in Marketing or related field
- PMP certified or working toward PMP Certification
- 3+ years of project management experience within a client-facing role
- 2 + years of marketing experience
- Strong experience with scoping, development of budgets and schedules for complex projects with multiple workstreams
- Manage a high volume of work in a fast-paced and ever-changing environment
- Adjust deliverables and define them in detail in SOWs
- Manage clients and projects so there are no overages
- Work autonomously, with solid decision-making skills
- Tech-Savvy
- Outstanding time management skills
- Exceptional problem-solving skills
- Strong communication skills, both verbal and written
- Ability to quickly assess needs, develop a strategic plan, and implement effective solutions
- Expert knowledge of HubSpot or other CRM web-based tracking systems
- Working knowledge of enterprise tools (JIRA, MS Project, Teamwork, Asana, Slack)
- Advanced knowledge of Microsoft Office (Word, PowerPoint, and Excel)
- Expert with Google Suite Apps, cloud services and Adwords

Preferred Qualifications

- Virtual work experience
- Bachelors Degree in Marketing
- Proven experience in Digital Marketing
- Adwords Certified
- Digital Marketing Certification



WISE[™]
Advise + Assist Team

- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Solid Knowledge of social schedulers(Hootsuite, Buffer, Planoly, Meet Edgar, Loomly, Later etc.)

Computer Requirements

- For the home wireless system:
 - Strong Internet Connection
 - Have a firewall to protect wireless internet.
 - Not allow others to use their wireless internet.
 - Use strong passwords for the wireless system and firewall (not the factory installed).
- Computer:
 - Have 2-factor authentication for computer and critical software.
 - Encryption for hard drive
 - Good security software (McAfee, Norton, MalwareBytes, etc)
- If traveling or working outside the house:
 - Do not use unsecured public Wi-Fi
 - Tethering or VPN to protect internet usage
 - Never leave computer unprotected - especially if it is on and unlocked

Additional Information

- Supervisory Responsibility: This position has supervisory responsibilities.
- Position Type and Expected Hours of Work: This is an hourly, contract position.
- Other Duties: Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.