Associate Digital Marketer Project Manager

Summary

WISE Advise + Assist Team is looking for a skilled Associate Digital Marketer Project Manager (APM). An APM is responsible for the overall management and administration of client projects through the entire project lifecycle. The APM 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. APMs must demonstrate sound business judgment and strategic thinking. The ideal candidate is a problem solver and an excellent communicator who exhibits 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 project plan to ensure the client understands project flow and due dates needed in order to meet end goals
- 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
  - 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
  - Deliver constructive feedback while outlining and facilitating development plans where needed
- Digital Marketing
  - Analyze usability, conversion rate, and SEO reports to identify new opportunities to reach potential customers
  - Understand Leadpages/Clickfunnels as well as email marketing
  - Maintain and update layouts, pages, links, and more
  - Create engaging and effective solutions that seamlessly guide customers from research to the shopping cart
  - Work closely with developers throughout the implementation process
  - Maintain professional and friendly communications
  - Conduct research and analyze the competition

- Create and execute comprehensive digital marketing strategies including social media, sales funnels, email campaigns etc.

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. 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
- PMP certified or working toward PMP Certification
- 3+ years of project management experience within a client-facing role
- 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 then 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
- 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
- Have a strong understanding of the latest CMS tools, concepts, and technologies
- Ability to design, present, and implement effective SEO/SEM management solutions that optimize conversion rates
- Have a passion for metrics, analytics, A/B testing, and segmentation
- Ability to put yourself in the customer's shoes and come up with ideas that are relevant and enticing
- General knowledge and experience across the entire marketing spectrum
- Have a highly creative mind with impeccable taste
- Analytical with experience building advanced formulas in Excel

- Proficient in multitasking
- Have a knack for data
- Understand how to translate data and how to strategize new approaches to improve KPIs
- Be a team player

Preferred Qualifications

- Adwords Certified
- Digital Marketing Certification
- Google Analytics proficiency
- Virtual work experience

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 no 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.