

JOB DESCRIPTION 04282021

Digital Project Specialist/Manager

The Digital Project Specialist/Manager (DPS/M) is responsible for the day-to-day management and smooth operation of various digital initiatives, including site launches, online tools, web applications, help desk and marketing campaigns, both for Thread Marketing Group and our respective clients.

This position requires a tech-savvy professional with an in-depth understanding of how technology can help achieve marketing and business goals. Individuals who are methodical and have excellent time management skills are well suited for this role. The DPS/M role also requires communication skills to collaborate effectively with various teams, clients, and vendor resources. Other responsibilities for the DPS/M include providing end-to-end project management, including scope, budget, detailed planning, and monitoring of project progress. The DPS/M also will facilitate collaboration with internal teams to design, develop and implement project plans.

This position requires intermediate technical expertise to assist with help desk activities, including a thorough understanding of the WordPress content management system. Knowledge of other systems is also a plus, but not a requirement. This role will also assist with HubSpot related activities and requires understanding and desire to learn this important CRM. Google certifications are also desirable for the DPS/M and the ability to assist with set up of Google Analytics, Google Tag Manager. Anyone in this position must have advanced knowledge, stay abreast of changes, trends and advances in online platforms and be prepared to share insights and expertise with clients and team members on how online marketing can strengthen and bolster overarching brand initiatives and goals. This role may also be tasked with other online project managements opportunities to advance our clients online brand identity.

Brand Support

This position exists to support programs to advance client brand awareness and understanding via online efforts. Most client-side marketers today are overwhelmed using technology in marketing and communications. Providing value is more than providing solutions, we must make our technical approaches and results easy to understand and simple to share.

Responsibilities

- Manage, along with Account Owners, implementation of client digital marketing projects and programs that support and extend online marketing initiatives.
- Manage, along with Account Owners in the development, implementation, measurement and management of digital initiatives across various primary and connected channels including corporate websites, email, landing pages and other online communities and channels.
- Assist Account Owners and vendor partners in setting of measurable goals and KPIs for online programs to determine success.
- Create technical specifications based on individual project needs.
- Stay up to date with digital media technologies and latest trends. Inform others on the team.

- Work with Thread's account leadership on digital initiatives to ensure appropriate online mechanisms are included and consistent across channels.
- Assist clients in maintaining and improving their websites when needed
- Assist clients with website/landing page maintenance and changes via Wordpress and HubSpot
- Act as a Q/A resource or coordinate with other resources to ensure online initiatives meet company quality standards through testing and documentation
- Collaborate with back-end developers and web designers to improve usability
- Communicate effectively in cross-functional teams, presenting ideas effectively to ensure success of the team
- Work with Thread's IT and digital teams to ensure projects are prioritized for completion and meet company standards
- Write functional requirement documents and guides
- Maintain client status reports, meeting reports and any other documents required and circulate them as needed
- Develop and facilitate efficient communication between all project stakeholders, including internal teams and clients.
- Suggest strategies and methods for improvement to the digital process
- Other online projects and assignments deemed necessary from VP, Marketing

Required Skills

The duties and responsibilities described above are the essential functions of the job. The qualifications below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Extensive online/digital marketing knowledge including experience planning and managing digital initiatives as well as SEO, analytics and social media relative to leveraging digital marketing programs and objectives.
- Proficiency in Wordpress and HubSpot to assist internal teams and clients
- Maintains expertise (current, broad and deep) of the Digital Marketing landscapes.
- Experience and comfort employing analytics and data to drive decisions
- The ideal candidate will have B2B and B2C marketing/ industry experience
- Experience with Content Management Systems beyond Wordpress, such as Magento, Kentico, Squarespace, Drupal and more is preferred.
- Experience with the Google suite of products; Google Analytics, Google Tag Manager, Google Data Studio is preferred
- Experience with JavaScript, CSS and jQuery is preferred

- Familiarity with browser testing and debugging
- 3-5+ years' digital/online experience in an agency or service organization preferred, but not mandatory.

Organizational Values/Expectations

Thread is a highly-collaborative, client-focused, service organization ... our industry demands this of us. For this reason, we recruit and hire professionals who are comfortable working in an environment where cooperation (among individuals and departments,) mutual respect, assistance and support are expected and required. Our brand is specifically anchored in making interactions with us "simple." We cannot deliver on this ideal if the agency is not communicating openly and working cooperatively. We place this statement in our job descriptions in support of this ideal, and to signify the importance of understanding and contributing to this philosophical and practical business approach.

Leadership Expectations

The position is required to uphold agency values and pursue the agency purpose and mission with enthusiasm and integrity. Specific expectations include:

Clients First

- Always understand what the client is trying to achieve
- Execute on a higher level
- Continuously evaluate and improve
- Deliver remarkable results

That's On Me

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

Learn & Grow

- Be curious
- Bring genuine expert insight to everything you do
- Embrace and lead meaningful change
- Help others learn and grow, both internally and externally

Better Together

- Respect and welcome the ideas and contributions of our peers, partners and clients
- Collaborate because it makes us better
- Look out for each other
- Celebrate and leverage strengths

Do The Right Thing

- Bring positivity to the work and the workplace
- Act with integrity
- Champion the creative spirit and the diversity of thought
- Celebrate our shared successes