

JOB DESCRIPTION

TITLE: eCRM Project Manager

SUMMARY

Project Managers at **TSL Digital Ltd.** are the lynchpin in day-to-day management of client projects. You will be accountable for delivery of on brief, on time and on budget implementation of both campaign and web build projects.

This role co-ordinates project related activities within standard digital campaign communications projects but also with a specialist focus on email and eCRM delivery. The projects will cross various other departments within the agency, client and third party organisations, particularly email broadcast and data management companies. You are responsible for defining the project scope, developing estimates & plans, ensuring implementation of the stringent quality assurance processes ensuring all activities occur according to the communicated delivery plan. Whilst you will not have any direct staff reports, you must manage all staff required for, and assigned to, your projects across various teams.

As eCRM Project Manager you will be required to manage multiple medium to small size communications campaigns and email projects and medium to large eCRM programmes and will show the ownership of all project requirements from project kick-off to delivery.

You will be expected to be an excellent communicator (written and verbal), but also crucially a person who is an expert listener; and training direct reports the value of listening and will be required to multi-task having the capacity and stamina for work whilst remaining unflappable under pressure.

PERSONAL QUALITIES

1. Fundamental to the role is painstaking attention to detail and commitment to delivering the best job you can, each and every day.
2. You will need to be energetic, flexible, and determined to champion the values of the agency
3. As PM you will need to be expert at multi-tasking and managing the expectations each project assigned to you as well as the expectations of others (from clients, to line-managers, to colleagues)
4. You will be expected to be reliable – a 'safe pair of hands'.

Other qualities:

- Excellent administration and organisational skills
- Good personal presentation for purposes of 'sitting in' on meetings with clients
- Attention to detail for every task – no matter how insignificant it may seem
- Be easy to work with
- Demonstrate good self-motivation, strong sense of initiative and ability to work under pressure
- A dependable team player with a sense of humour and lots of energy. Be personable and approachable

REQUIRED KNOWLEDGE OR SKILLS

Key success criteria for Project Manager:

- Communication and management of expectations (internally and externally)
- Attention to detail
- Flawless execution of tasks, right first time
- Excellent organisational skills are paramount
- Build relationships with management and staff in business area associated with project work
- Provide continuity to business units and developments groups in the implementation of recommendations
- Perform project analysis activities and manage risks, issues and change requests
- Assist the client, account, strategic, creative and production team in defining project requirements
- Prepare business requirements, reports and feasibility studies
- Evaluate, recommended technology and email broadcast solutions
- Manage projects and programmes from discovery through to implementation, ensuring all activities, whether business or systems, occur
- Produce all project plans and schedules, status reports and project logs
- Ensure all activities occur to plan; on time, on brief and to budget
- Manage multiple projects and project tasks simultaneously
- Enthusiasm and dedication to supporting line managers on all project delivery
- Ability to listen and learn from others in every department you interact with

BALANCE OF SKILLS

Technical/eCRM:	25%	Understand application of information technology solutions to business problems. Knowledge of interactive development tools (ASP, Java, HTML, Flash, etc.) plus a wide knowledge of email broadcast and delivery systems and tools.
Business:	15%	Understanding of interactive services industry and the agency's business knowledge of cost procedures
Project Management:	40%	Ability to co-ordinate and direct cross functional projects Understand project life cycle requirements Planning and goal setting
Interpersonal:	20%	Excellent problem solving skills Good written and oral communication skills Coaching and training skills Ability to work with individuals at all levels in the agency

PREFERRED QUALIFICATIONS

- Degree (new media preferred but not required, depending on experience)
- 2-4 years prior agency experience with 2 years eCRM experience
- Comprehensive understanding of general marketing practices (a professional qualification such as Information Technology Diploma or Prince 2 is a bonus)
- Strong computer skills, with proficiency in Microsoft Office and Microsoft Project

OBJECTIVE: NEW BUSINESS

- Be responsible for developing a keen understanding of your client's industry and competitor activity. Identify areas of work following on from the current projects you are managing in order to help generate new business/new creative opportunities

OBJECTIVE: FINANCIAL

- Complete weekly timesheets
- Raise cost estimates and POs seeking approval from your line managers
- Conduct ongoing project reconciliations
- Manage project budgets to delivery to estimate budget

Interested candidates should mail their CV and salary requirements to jobs@tsldigital.com