

HARTNICK search

Project Manager, Digital Division of Media Company

Leading children's media company seeks a Project Manager for their digital division.

The person in this role will manage a wide variety of multi-faceted projects – from cross-media marketing campaigns to video creation, from improvement on existing e-commerce platform (working in partnership with the IT project managers) to working on new e-book initiatives (working in partnership with the Senior E-Book Project Manager).

You will work on these projects from inception to completion – often simultaneously - to ensure a successful implementation that is on-time and on-budget.

Responsibilities:

- Working as part of the digital business team to develop and implement digital solutions
- Managing project lifecycles from start to finish, from developing timelines to engaging internal resources to delivering results
- Working with clients to gather project assets, gain approvals, discuss timeline and budget, etc.
- Preparing written documentation to deliver to team members and clients when necessary, including timelines, meeting agendas, conference reports, etc.
- Ad placement and other activities, as needed

Skills/Requirements:

- Bachelor's Degree
- Experience within a digital advertising, marketing, or PR organization
- Knowledge and understanding of social media platforms, their respective participants (Facebook, LinkedIn, YouTube, Twitter, etc.) and how they can be deployed in different scenarios
- Must have strong understanding of interactive strategy, design, production and project management as well as tactics to leverage social media
- Excellent interpersonal communication skills, plus organizational, follow-through and multitasking abilities
- Working knowledge of Microsoft Project preferred