

## JOB DESCRIPTION

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# PROJECT COORDINATOR

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Under the direction and supervision of the Client Services Workgroup Leader, the Project Coordinator is accountable for supporting all job responsibilities outlined in the Client Services Workgroup and their Secondary Workgroups to deliver all outcomes outlined in the agency's growth plan.

### CLIENT SERVICES WORKGROUP FUNCTIONS

- // Client Strategy & Execution
- // Virtual Marketing Department/Virtual Sales Director
- // Account Health
- // Project Management & Scheduling
- // Budgeting & planning
- // Media Strategy & Buying
- // Event Planning & Management
- // Public Relations
- // Proofing & Editing
- // Other Client Functions

### OUR BRAND STANDARDS

- // Embody the agency's core values
- // Foster a positive and productive workplace
- // Achieve agency and client quality standards
- // Contribute to the agency's growth plan

### STRATEGY & VISION

- // Support in identifying and aligning Workgroup strategic goals with the agency's strategic goals
- // Carry out execution plan to ensure Workgroup strategic goals and growth expectations are met
- // Collaborate with other Workgroups to ensure agency's growth expectations are met
- // Research and analyze industry, market, and competitors to make proactive and informed decisions
- // Meet goals associated with revenue and expenses to achieve Workgroup financial expectations
- // Execute and provide feedback on implementation methods designed to streamline operations, maximize profitability, and increase customer satisfaction





- // Assist in evaluation of new technology selections and following implementation processes
- // Follow the outlined Workgroup practices to ensure current laws, licensing agreements, and ethical best practices are met

## CLIENT RELATIONS & NEW BUSINESS

- // Build and enhance client relationships
- // Represent the agency or its clients at industry, community, and client functions
- // Practice effective prospecting and relationship development
- // Present, sell, and defend agency work/proposals to prospects and clients
- // Participate in new business proposals and presentations
- // Participate in the strategy and execution of agency marketing and sales plans
- // Provide feedback on new agency service offerings, pricing, and promotional strategies

## PRODUCTION

All employees are responsible for active contribution to their direct and indirect Workgroup functions. As a contributor to your Workgroup, you are expected to generate billable services that align with your skill set and experience, including:

## PRIMARY WORKGROUP FUNCTIONS

- // **Client Strategy & Execution** / Research, strategic planning, goal setting, tactic recommendations, budgeting, measurement of performance against strategy and budget, and refinement as needed
- // **Virtual Marketing Department/Virtual Sales Director** / Meeting rhythm and execution of agendas and minutes, mid-month client and project communications, budget management and reconciliations, expense management, Marketing & Sales Intelligence overview and recommendations
- // **Account Health** / Relationship development, communication, conflict identification and resolution, growth of current accounts, client appreciation, client retention and profitability
- // **Project Management & Scheduling** / Project management software use, continuous process improvement and training; scheduling and bandwidth controls, timeline and deadline management
- // **Budgeting & Planning** / Client budgeting and forecasting, sales and conversion metrics, project timing and timelines, annual review and revisions
- // **Media Strategy & Buying** / Paid media relations, product research, proposals and pricing, placement coordination, insertion orders, client payment
- // **Event Planning & Management** / Strategy and big picture; budgeting; event timelines; coordination of food, beverage, facilities, entertainment and other event needs; attendee registration or ticket purchasing, communication with vendors, onsite event management, client communications, post-event wrap up



- // **Public Relations** / Earned media relations, press releases, editorial submissions, media pitches, media appearances and crisis management
- // **Proofing & Editing** / Quality assurance, proofing and editing processes, adherence to style guidelines
- // **Other Client Functions**

## SECONDARY WORKGROUP FUNCTIONS

- // **Digital Strategy & Execution** / Research, strategic planning, goal setting, tactic recommendations, budgeting, measurement of performance against strategy and budget, and refinement as needed
- // **Digital Advertising** / Campaign strategy, platform selection, placement, targeting, budgeting, creative, implementation, ongoing management, and optimization
- // **Social Media** / Organic posting, content creation, moderation; Paid campaign strategy, platform selection, placement, targeting, budgeting, creative, implementation, ongoing management, and optimization
- // **Analytics** / Setup, monitoring, data collection, measurement, reporting, interpretation, and analysis
- // **3D Tours** / Production of 3D tour services, shoot coordination and planning, tour creation, vendor and equipment management
- // **Print & Vendor Management** / Vendor selection and management for all print, trade show, signage, apparel, specialty and other physical items, estimating and technical specifications, file preparation and submission, proof approvals, quality control

## REQUIREMENTS

- // 6-12 months applicable industry experience preferred
- // Associate's or bachelor's degree preferred, but not necessary
- // Demonstrated experience across all Marketing Project Coordinator functions
- // Ability to contribute in agency sales and marketing activities
- // Strategic marketing experience and agency experience desired

## NECESSARY TRAITS FOR THE POSITION:

- // Ability to apply marketing concepts to achieve business goals
- // Able to manage a fluid budget across tactics, platforms, and vendors
- // Ability to prioritize projects, pay excellent attention to detail, and multi-task
- // Self-starting initiative and a relentless focus on delivering results
- // Naturally inclined problem-solver with an "everything is possible" attitude
- // Ability to quickly learn and leverage new digital technologies
- // Operates as both a creative leader and team player
- // Passion to help grow the agency and its client's businesses
- // Possesses effective communication skills

