

JOB DESCRIPTION

PROJECT MANAGER

About Ampersand

We're a growing, full-service marketing agency located in Pewaukee, WI. Founded in 2010, we deliver marketing and advertising solutions to businesses across many industries and markets. With a passion to Fuel and Simplify Business Growth, we pair a business mindset with inspired creative to help clients reach their full brand potential. We know success isn't a one-time destination, it's a never-ending pursuit.

Position Summary

Join team Ampersand as a Project Manager, assisting in the development of client marketing and advertising strategies, execution of client marketing plans, client communications, daily project management, scheduling, budgeting and planning, and more. Under the direction of the Client Services Director, the Project Manager will elevate key functions of the Client Services Workgroup. This client-facing position will expose you to the "big ideas" and the day-to-day tactical execution of marketing and advertising efforts to ensure our client's business success. The ideal candidate will have a passion for developing marketing strategies, managing projects and timelines, and leading client meetings and communications

Ways You'll Contribute

- **Client Strategy & Execution** - Assist in research, strategic planning, goal setting, tactic recommendations, budgeting, measurement of performance against strategy and budget, and refinement as needed
- **Virtual Marketing Department** - Support the client marketing meeting rhythm and execution of meeting agendas and minutes, mid-month client check-ins, project communications, budget management and reconciliations, expense management, and analytics overview and recommendations
- **Project Management & Scheduling** - Perform basic project management through software use, continuous process improvement and training, scheduling and bandwidth controls, timeline and deadline management
- **Budgeting & Planning** - Assist in client budgeting, forecasting, reconciliation, sales and conversion metrics, project timelines, and annual review

- **Media Strategy & Buying** - Help manage paid media strategy, product research, proposals and pricing, placement coordination, insertion orders, client payment
- **Event Planning & Management** - Support event planning, event timelines, coordination of food, beverage, facilities, entertainment, attendee registration or ticket purchasing, communication with vendors, onsite event management, client communications, and post-event wrap up
- **Public Relations** - Coordinate media relations, press releases, editorial submissions, media pitches, media appearances, and crisis management
- **Proofing & Editing** - Ensure quality assurance, proofing and editing processes, and adherence to client style guidelines

Ideal Candidates Will Have

- 2-5 years of applicable industry experience
- Associate or bachelor's degree preferred, but not necessary
- Demonstrated experience across all Project Manager functions
- Ability to contribute to agency sales and marketing activities
- Strategic marketing experience and agency experience required

Traits We Look For

- 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
- Operates as a both a creative leader and team player
- Passion to help grow the agency and its client’s businesses
- Possesses effective communication skills

