



PROJECT MANAGER

COMPANY OVERVIEW ---

DMR/Interactive is the leading strategic marketing consultancy and service provider for the media industry. DMR/Interactive provides integrated marketing solutions that include precision-targeted, multi-contact personalized campaigns across mobile, digital, social, telephony, direct mail, e-mail, word-of-mouth and database marketing services. DMR/Interactive also provides data analytics and business intelligence services to clients. For more information, visit www.dmrinteractive.com

POSITION OVERVIEW ---

Reporting to the Director of Creative and Client Services, as a key member of the Client Services team, you serve as the liaison between the internal team and the client and are involved in all aspects of your campaigns.

RESPONSIBILITIES ---

Manage all aspects of strategic marketing campaigns that are designed to drive audience engagement and increased station ratings. Establish rapport and proactive working relationships with clients, while leveraging excellent communications skills with internal and external marketing teams.

Oversee implementation, production timeline and client reporting for campaign elements, including social and online media, mobile and phone-based contact, mail production, art direction, print, webform design, e-mail components, copy writing and data management.

Review campaign expectations and procedures with each client. Schedule creative calls, select art and design partners and facilitate the art process, creative direction and timelines.

Coordinate copy and scripts for direct mail, email and online materials, and scripts for phone based communications. Funnel all copy, print materials and art mock-ups to the client for final approvals. Develop campaign summary and report materials for each client. Manage all client correspondence. Work with other

members of the team to deliver necessary elements across all campaigns.

CORE BEHAVIORS ---

Proactive communication – Communicates clearly and directly, approachable, relates well to others, engages people and helps them understand change, provides and seeks feedback, articulates clearly, actively listens.

Leadership – Demonstrates strong character; builds partnerships; takes personal responsibility for own development and looks to serve others; demonstrates qualities such as motivation, perseverance, inspiration, passion and trust.

Executes with excellence – Is action oriented, drives towards results, sets clear expectations and milestones, reviews progress, acts decisively, solves problems, can be counted on to consistently meet or exceed goals, investing the time necessary to get the job done.

Agility – Maintaining effectiveness and perspective when updating the project plan or workflow so that opportunities can be leveraged while maintaining our core focus on what generates success.

Results Oriented – Setting high goals for personal and group accomplishment: using measurement methods to monitor progress toward goal attainment: working to meet or exceed those goals while deriving satisfaction from the process of goal achievement and continuous improvement.

Work Standards – Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence. Provides and receives candid and constructive feedback.

REQUIRED SKILLS ---

- Bachelor degree, preferably in Marketing, Communications or a related field. Minimum of two years marketing experience or work in radio.
- Experience working with an internal team, outside vendors, and client contacts to bring a project in on time, within budget and with high client satisfaction.
- Knowledge of direct and relationship marketing materials including; digital/social media, SMS/text messaging, art, copy, print and mailhouse components.

- A consummate professional with a superior, reliable work ethic who is a dedicated team player.
- Strong & professional direct client relations skills and trouble-shooting ability.
- Operates well under pressure, detail oriented with the ability to be an organized multi-tasker with strong writing and communication skills.
- Proven ability to handle multiple campaign elements in a fast-paced environment.
- Able to tackle problems in a professional, solutions-oriented and confident manner.
- Position requires proficient knowledge of Microsoft Office suite and other proprietary software.

ADDITIONAL INFORMATION

SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibilities

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and scanners. Currently two days per week are work from home days.

PHYSICAL DEMANDS

This is largely a sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

POSITION TYPE AND EXPECTED HOURS OF WORK

SALARY:

This role is a non-exempt salaried position, which requires work weeks that sometimes exceed 40 hours. One paid 10 minute break for every 4 hours of work and a 60 minute unpaid lunch break on days when working 4 or more hours.

Specific schedule and compensation will be provided by Director, Strategic Marketing.

Along with competitive hourly pay, on the first of the month following 30 days of employment, employee is eligible to accrue Paid Time Off (PTO), receive employer sponsored insurance coverage (health, vision, dental, long term disability). On January 1 or July 1, following one year of employment, employee is eligible to participate in employer sponsored 401K plan including discretionary 3% automatic contribution and profit sharing awards.