



JOB DESCRIPTION

Campaign Project Manager

This individual will be in a cross-functional role requiring both seasoned digital marketing expertise and project management experience. Upon the conception of a campaign, with strategy, this person will execute the campaign by assigning tasks; staying in touch with development teams during production; being a QC agent for the campaign before going live; and lastly, once the campaign is live, checking metrics against KPIs to ensure the campaign is effective, accurate, and producing.

The person in this role will :

- Utilize strong project management skills to track, communicate status, and deliver digital experiences and campaigns on time
- Act as a customer experience champion, ensuring quality controls are in place to deliver the highest standard of service to the client
- Manage technical aspects of key marketing systems (e.g., email marketing tools, CRMs, etc.) used to develop, design and execute campaigns
- Monitor digital performance insights and metrics that enable ongoing experience and conversion optimization
- Manage a wide range of tactics, communication, and assignments within the operations team to design, build and test digital programs and campaigns
- Track suggested campaign adjustments and ensure the client success manager, client, campaign manager and other team members are aware of status/suggestions/adjustments
- Review reports on a weekly basis; annotate issues/wins and share with the team accordingly.
- Manage technology tasks related to campaigns in the project management system

- Manage technology/software integration and setup
- Project manage major projects, product development, and product rollouts
- Pull together the correct resources needed to produce on-target deliverables.
- Collect all necessary information needed for designers and developers to build their deliverables (imagery, copy, web pages, automations, etc.)
- Liaison between campaign manager, client success manager, and other team members to assemble requests and push deliverables on a timeline
- Organize all campaign details (creative assets, landing page designs, and functionality, coupon codes, UTM (urchin tracking module) parameters, etc)

Email your resume and or portfolio to support@zhivagopartners.com