

## Digital Project and Account Manager

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- Digital Project and Account Manager sought with a 'can-do' attitude
- Managing App, integrated web sites and other digital projects
- Exciting accounts both in the UK, US and Europe
- Stable and profitable employer

### Introduction

- The Lines Group is a design and digital agency with a 40-year track record of delivering outstanding work that helps underpin and build our clients' businesses.
- We are looking to hire an exceptional Digital Project Manager to manage a portfolio of clients, their projects and strategies.
- The role covers managing and delivering apps, integrated websites, digital marketing and online system projects with our in-house team. It will also include developing and upselling new services to clients and building long-term relationships.
- The ability to discuss, select and recommend appropriate digital technologies and platforms for clients and advise on the integration between digital platforms / channels will be required ...but you don't need to be a programmer!
- This job description highlights key aspects of the role, but as a small business (10 people) you'll need to have a can-do attitude and be willing to work 'beyond' the job description in order to get the job done.
- To apply, or for more information, please submit your C.V. to [sam@linesgroup.co.uk](mailto:sam@linesgroup.co.uk).

### Scope of the role

- Manage a portfolio of clients, their projects and strategies, to help them achieve their goals and objectives and grow revenue for Lines.
- Understand and select appropriate digital technologies and platforms. Advise on the integration between digital platforms / channels. Be able to communicate this advice with clarity and confidence.

- Managing projects from initial client briefing through to delivery of the final product, being fully involved at every step in both creative and technical aspects.
- Liaise with designers and developers to ensure that projects are delivered to the highest standard, on time, on budget and just beyond the client's expectation.
- Devise ideas and solutions independently or as part of the team. Your creative input is important, we want ideas driven people that want a creative input and say.
- Work closely with the technical director and production staff to manage workloads, project assignment and delegation of tasks.
- Identify and upsell new services to your clients according to a proactive plan.
- Build and maintain long-lasting relationships with client senior management and client supply chain partners.

## Responsibilities

### Client focus

- Personally manage (with the support of the technical director) technical digital project delivery utilising various media, technology platforms and marketing channel and act as troubleshooter on creative digital project delivery.
- Be the first point of contact for all digital projects/clients.
- Research and interrogate client briefs to ensure the creative and technical aspects are correctly specified, meeting the clients needs and ensuring we deliver the very best creative and technical possible. This will also include preparing clear and concise proposals which you may be required to present to the client.
- Administer all technical digital projects including invoicing, managing third party services, planning and timescales, content gathering and delivery.
- Maintain monthly client contact to discuss performance, plan new requirements and new opportunities Lines can offer.
- Respond to enquiries from your client portfolio promptly, handle problems / invoicing issues etc.
- Prepare clear and concise proposals which address very specifically (and demonstrate understanding of) the issues which affect your clients, and how Lines can help.
- Control, quality check and manage testing of all work undertaken (including elements provided by clients) to help us deliver projects efficiently and meet industry standards.

## Technical

- Have enough technical knowledge to understand, specify and manage any digital project requirements and understand the platforms and technologies used by the Lines Group, in particular their features and benefits to enable you to confidently advise your client portfolio.

This will require a general understanding of coding and the latest design and coding technologies and products. Practical experience of coding is not essential, however, would be advantageous.

- An understanding of HTML/CSS, PHP and Javascript.
- An understanding of UX, scoping, project management frameworks, user testing and research.
- Knowledge of and/or experience using Wordpress and other CMS Systems.
- An understanding of the key issues affecting SEO and website visibility.
- An understanding of social media and its role in digital marketing.
- Broad digital experience covering peripheral aspects such as an understanding of SSL security and certificates, domains and DNS, basic hosting platforms, CRMs, APIs and so on will be an advantage.

## Essential skills and experience

- A minimum of 2 years' digital agency experience in a project management and/or account handling role.
- Specific experience of delivering complex and long-term App, web sites and other digital projects.
- High level customer relationship management skills with a proven ability to develop and maintain long lasting customer relationships.
- Excellent communication, presentation (oral and written) and personal skills for dealing with customer relations, helping to develop, maintain and nurture long-lasting relationships.
- Ability to 'balance the scales' with regard to the importance of the Creative Vs Technical aspects within projects. This is demonstrated through good communication skills and successful translation of requirements from client ideas, designers, developers and management.

You must be able to take all such input and be able to translate back in language that each each party understands and buys into.

- ***Positive thinking and a can-do attitude!***