

Digital Content Project Manager

Department: Client Communications

Reporting to: Account Director

Direct Reports: None

Job Purpose

To support the account teams in the day-to-day management and delivery of new and existing digital client projects. To ensure we offer the best digital solutions, content and products to meet the clients' needs.

Role Responsibilities

Pro-actively support members of the business to deliver efficient and effective servicing of all digital projects.

Content management and comms planning for Ambassador programmes, including mobile app and community forum management.

Support with website management and implementation of comms for digital programmes including but not limited to new pages, site posts, reporting and analytics.

Support the Account Director with programme reporting and data analytics to demonstrate programme performance, engagement levels and ROI.

Deliver online programmes, including the management of online communication tools and email systems as required by the client and by the Account Director.

To liaise with internal teams and third party suppliers and identify internal and external resources as necessary for the delivery of digital projects.

To support with pitches and presentation documents for digital programmes where technical scoping, functionality specifications and costing is required.

Any other activities defined by the Account Director as being within the scope and range of the role of a Digital Content Project Manager.

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Person Specification

- Intelligent, energetic and bright; ideally educated at least to A-level and with, or working towards, a professional qualification
- Digital marketing communications / community forum experience ideal but not essential
- Ability to draft business communications including website content, emails, proposals and client correspondence to a high standard
- Passion for technology and mobile products
- High level of digital competency with experience of managing websites, content management systems, analytic tools and HTML
- Excellent written and verbal communication skills with the ability to give clear and concise instructions and liaise confidently with clients and colleagues
- High degree of personal confidence and initiative with the ability to make productive working relationships quickly
- Ability to plan, organise and prioritise to meet deadlines
- High attention to detail and accuracy
- Demonstrable problem-solving ability across a range of client activities
- Good sense of humour
- Driving license, own vehicle