

---

# MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

---

**TITLE:** PROJECT MANAGER - BUSINESS MARKETING

**FLSA:** EXEMPT

**REPORTS TO:** MANAGER, FIELD MARKETING & OPERATIONS

**UPDATED:** NOVEMBER 2018

**PAY GRADE:** 4

## POSITION SUMMARY

The Business Marketing Project Manager successfully plans and delivers key marketing initiatives by managing activities between marketing & communications team, internal customers and agencies who deliver integrated marketing communication campaigns.

## PRINCIPAL DUTIES AND RESPONSIBILITIES

*(These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA)*

- ✦ Oversees and manages relationships between MEDC's agencies of record, marketing team and internal customers.
- ✦ Manages advertising and marketing campaigns and deliverables between agency partners, and key MEDC stakeholders.
- ✦ Manages project teams focused on short- and long-term marketing initiatives; delegates tasks and responsibilities to appropriate personnel (e.g. internal MEDC stakeholders, external stakeholders, etc.).
- ✦ Estimates the resources and participants needed to achieve project goals; sets and continually manages project expectations with leadership, project team members and other key stakeholders.
- ✦ Executes on project plans, timelines, creative service requests, etc.; identifies and manages project dependencies and critical path.
- ✦ Defines project success criteria and disseminates them to involved parties throughout the project life cycle.
- ✦ Analyzes MEDC's strategic priorities, creating and maintaining strategic project briefs that ensure Marketing initiatives will deliver desired results and outcomes.
- ✦ Creates measureable success milestones that deliver results and ensure high customer satisfaction.
- ✦ Develops and maintains necessary business relationships vital to the success of the project.
- ✦ Recommends to departmental leadership on long-term planning and resource needs, including consulting & contracted services, annual budget planning, and staffing and executes on approved recommendations.
- ✦ Performs other duties as directed.

The above statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.



## RECOMMENDED EMPLOYMENT QUALIFICATIONS

**EDUCATION:** This position requires a bachelor's degree in, Advertising, Public Relations, Marketing or a related field; or an equivalent combination of education and experience.

**EXPERIENCE:** This position requires a minimum of three to five years of project/account management experience in a marketing, advertising, public relations or related agency setting.

**SUPERVISORY RESPONSIBILITIES:** No supervisory responsibilities.

**CERTIFICATES, LICENSES, OR REGISTRATIONS:** None required. Project Management certification preferred.

**OTHER KNOWLEDGE, SKILLS, AND ABILITIES:**

*(To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)*

### REQUIRED:

1. Ability to lead, organize and focus the planning priorities among cross-functional teams, across a broad slate of initiatives and to coordinate multiple deliverables among MEDC's, Advertising agency, Marketing & Communications department, and Internal customers
2. Demonstrated ability to analyze and interpret information from multiple sources and organize according to marketing objectives and audience targeting.
3. Ability to write and keep updated effective, concise project briefs, project plans and other related planning documentation that clearly lay out objectives, rationale, success measures, roles and responsibilities, timelines, budgets and status.
4. Ability to build trust throughout the organization and to transition between varieties of projects that deliver results for internal customers charged with implementing MEDC's strategic priorities.
5. Strong written, verbal, listening and interpersonal skills and ability to communicate and present project plans to peers and upper management
6. Ability to work well under pressure, manage multiple projects, and meet tight deadlines.
7. Advanced knowledge of MS Word and PowerPoint; ability to learn position-specific software with minimal training.

### PHYSICAL DEMANDS:

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle, or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus, especially due to concentration on a computer screen and small numbers. This position will require occasional in state travel during the day and occasional overnight travel within the state and outside of Michigan.

### WORK ENVIRONMENT:

The noise level in the work environment is usually moderate.

The qualifications listed above are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.