



POSITION: MARKETING AND CREATIVE SERVICES PROJECT MANAGER

DEPARTMENT: OFFICE OF UNIVERSITY MARKETING & CREATIVE SERVICES

Position Summary: This position will serve as a vital member of the Director of University Marketing and Creative Services' leadership team. The Project Manager provides leadership in planning, managing, and executing projects related to marketing campaigns. The Project Manager carries the responsibility of moving strategies/tactics into reality by identifying all the tasks and timetables that need to be completed within a marketing campaign or action plan, thoughtfully delegating tasks to appropriate team members, and ensuring the successful completion of milestones and deadlines. Additionally, the role includes keeping clients apprised of work progress and facilitating adjustments to project charters and scope of work agreements.

RESPONSIBILITIES

- Collaborate with the Director of University Marketing and Creative Services and various internal and external clients to conduct intake, scoping, charting, budgeting, and executing of marketing and creative services projects.
- Identify and monitor key performance indicators and dashboards for project management effectiveness, ensuring that methods are grounded in best practices.
- Manage day-to-day activities for tracking marketing projects in the traffic queue by monitoring workflows and maintaining weekly status updates.
- Oversee the Office of Marketing and Creative Service's work calendar that includes Gantt charts for projects, social media content calendar, advancement production calendar, and enrollment marketing deliverables.
- Collaborate with creative marketing members such as writers, developers, and designers to produce content in support of completing projects on-time and on-budget.
- Assign and manage activities within projects between internal resources and external vendors, depending on project needs and allocated budget.
- Develop and effectively communicate with internal and external stakeholders regarding proofing, approval processes, project status.
- Develop and carry out an annual marketing research agenda that incorporates qualitative and quantitative methods for all areas of the student lifecycle and marketing mix: product, place, price, and promotion.

QUALIFICATIONS

- Bachelor's degree in marketing, business administration, or a related field. Preferred masters and PMI certification.
- 3-5 years of experience in marketing and communication operations with a track record of successful marketing campaigns.
- Strong organizational skills and experience leading collaborative groups toward the successful execution of marketing and communications strategies.



- Proven ability to think critically and prioritize the project's size, scope, and timeline successfully with multiple tasks and shifting priorities to drive projects to successful completion.
- Advanced knowledge of project management theory and best practices.
- Exceptionally strong writing and verbal skills with keen attention to detail.
- Highly effective interpersonal and communication skills and demonstrated expertise working with faculty, staff, and students.
- Diverse project management technical skillset related to print and digital communication and production, including Office365 Suite (Planner and Teams specifically), Basecamp, and other project management support software.
- Willingness to acquire additional technical skillsets to meet the needs of new and expanding strategic initiatives.
- Supports NGU's mission, core values, and commitment to a Christian lifestyle and character in keeping with biblical models.
- Active in a biblically faithful, evangelical church, preferably one affiliated with the Southern Baptist Convention.
- Awareness of and appreciation for the work of the Southern Baptist Convention and Baptist state conventions.

PHYSICAL REQUIREMENTS

- Visual Abilities: Read reports, create documents, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.
- Dexterity, Grasping, Feeling, Write, type, and use the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Cognitive/Emotional: Ability to think critically and concentrate. Must be able to respond quickly to changes in conditions

WORKING RELATIONSHIPS

This position is a full-time exempt position. The Project Manager is expected to collaborate with the institution's marketing, admission, alumni, and advancement engagement teams closely. The Project Manager reports to the Director of University Marketing and Creative Services. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

WORK SCHEDULE

The Office of Marketing and Creative Services is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12:00 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays, Sundays and evenings will be required.



TRAVEL

Some travel will be required.

This job description in no way states or implies that these are the only duties to be performed by the employee. Employee will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.