

**JOB INFORMATION**

Effective Date	2/7/2023
Job Code:	3255
Job Title:	Manager, Marketing Project
Salary Grade/Structure:	060 - Admin-Professional
Career Level Name:	M1 - First Level Manager
FLSA Name:	Exempt
EEO Code:	10-Exec, Admin, Mgmt
Job Function:	Communications
Job Family:	Writing & Communications
Job Summary	The Marketing Project Manager will serve as the team lead responsible for maintaining and innovating the project management process with the Office of Marketing and Communications. Responsible for managing all internal marketing projects, including providing logistical support for the Marketing Communications team. The Manager will provide scope, goals and objectives to align expectations and needs consistent with University priorities.

**COMPETENCIES**

Competencies

Please refer to the UHCL Human Resources webpage for UHCL core competencies for all eligible job levels.

**QUALIFICATIONS**

Education

Education Level	Education Details	Required/Preferred	
Bachelor's Degree	Degree in Marketing, Communications, or a related field.	Required	
Master's Degree	Degree in Integrated Marketing, Digital Media, Media Management, or a related field.	Preferred	

Work Experience

Experience	Experience Details	Required/Preferred	
Less than 3 yrs	Minimum three years of experience as a project manager in a fast-paced agency and/or in-house creative or marketing environment.	Required	
Less than 3 yrs	Experience in PM tools such as Workfront, Workzone, Asana, Basecamp, Monday.com or similar. Experience in digital photography, video editing, graphic design, and digital advertising production and placement.	Preferred	

## Licenses and Certifications

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/Preferred
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## Knowledge, Skills and Abilities

KSAs	Proficiency
• Knowledge of project management best practices.	Proficient
• Knowledge of project budget and cost management.	Proficient
• Knowledge of data analysis and reporting.	Proficient
• Skills in project management and project management system(s).	Proficient
• Excellent organizational and multi-tasking skills with solid attention to detail.	Proficient
• Strong written and verbal communication skills.	Proficient
• Ability to liaise and advocate with clients, administrative leaders, and other key stakeholders, including other implementing agencies.	Proficient
• Ability to analyze and problem-solve a variety of issues and carry out strategic planning activities.	Proficient
• Ability to manage multiple projects successfully, working in a fast-paced environment.	Proficient
• Ability to identify and acquire necessary resources and coordinate the efforts of team members to ensure timely delivery of project outcomes.	Proficient

## JOB RESPONSIBILITIES

- Campus Security Authority
- Remote Work Capable

## Essential Functions

Essential Function	% TIME
• Leads the exploration, evaluation, and planning of each project in collaboration with University Marketing and Communications staff, as well as with individual clients throughout the University.	25%
• Manages daily communications between the internal University stakeholders and agencies of record as a primary lead. Duties include but are not limited to scheduling and managing meetings, tracking project status, noting, and elevating successes and challenges, trafficking collateral for all campaigns, and keeping track of POs for all campaigns.	25%
• Establishes project scope by identifying key objectives, milestones and affiliated tasks, as well as overall lifecycle for each project. Assigns individual tasks to project lead in each area; coordinates with external teams and vendors to identify technical requirements and parameters; enters each project into project management system and tracks accordingly.	10%
• Monitors project progress; tracks action items; reviews milestones and adjusts accordingly.	10%
• Work with all stakeholders to ensure the creative brief/project plan accurately outlines the desired outcomes and oversee quality control throughout the project's life cycle.	10%
• Manage, optimize, and improve project management software by staying up to date on new developments in technology, processes and/or tools.	10%
• Coordinate with team members and stakeholders to gather and consolidate feedback and route approvals.	5%
• Other related duties as assigned.	5%

## PRE-EMPLOYMENT

MVR:	No
Criminal History:	Yes
Physical Exam:	No
Hearing Exam:	No

Pulmonary Function Test:	No
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## PHYSICAL DEMANDS/WORKING CONDITIONS

Office and Administrative Support

### Physical Demands

Physical Demand	N/A	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting		X				
Carrying		X				
Pushing		X				
Pulling		X				
Climbing		X				
Balancing		X				
Stooping		X				
Kneeling		X				
Crouching		X				
Crawling		X				
Reaching		X				
Handling			X			
Grasping			X			
Feeling		X				
Talking					X	
Hearing					X	
Repetitive Motions				X		
Eye/Hand/Foot Coordination				X		

### Working Environment

Working Condition	N/A	Rarely	Occasionally	Frequently	Constantly
Extreme cold		X			
Extreme heat		X			
Humidity		X			
Wet		X			
Noise			X		
Hazards		X			
Temperature Change		X			
Atmospheric Conditions		X			
Vibration		X			

### Travel Requirements

Estimated Amount	Brief Description