



# JOB ROLE: PROJECT MANAGER

Full Time (35 hours per week)

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## Key Deliverables

NB Communication offers digital marketing solutions to organisations across Scotland and the wider UK, but primarily those in remote or rural locations. We're looking for two enthusiastic and dynamic project managers to join our busy team.

This is a fantastic opportunity to work with brands and help them grow through a variety of strategic marketing projects. You'll work with clients across a wide spectrum of industries, including destination marketing, food and drink, retail, professional services, and energy.

Ideally, candidates will have a background in digital marketing and a proven track record in overseeing ambitious projects from concept to completion. As project manager, you'll be our clients' main point of contact and responsible for the delivery of projects, covering everything from website audits and brand strategy to web development and social media campaigns.

Part of the role will involve helping to deliver the Promote Shetland destination marketing service on behalf of Shetland Islands Council. This is a five-year contract, where we produce strategic, multi-channel marketing content, branding and PR to promote Shetland as an attractive place to visit, live, work, study and invest. You'll be an integral part of this busy team, helping to ensure projects and campaigns are delivered on schedule and on budget.

As a project manager, you will apply your skills in a challenging and fast-paced environment, co-ordinating and managing subcontractors, colleagues and marketing projects simultaneously. Key activities include strategy and planning, project management, stakeholder engagement, scheduling, analysis, and reporting. You'll also contribute to internal process improvement and client communications management.

With a clear understanding of the digital marketing industry, you will strive for results while also maintaining and developing efficient processes that ensure profitability and quality results for our clients.

NB's head office is based in Lerwick, Shetland, but our clients are based across Scotland and the wider UK. While applicants will ideally be based in Shetland or Orkney, we'd be happy to consider candidates from anywhere in the UK, provided they have the relevant experience.

**Salary:** DOE (anticipated £24k - £30k per annum).

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## Key Responsibilities

- Manage multiple marketing projects simultaneously, scheduling workstreams to meet delivery expectations
- Research and prepare planning documents for client projects
- Provide clear briefs and guidance to designers, developers, content creators and other suppliers
- Meet with clients to discuss planned activity and report on recently completed work
- Quality check work to ensure consistent high standards
- Ensure jobs remain on budget, clients are satisfied, and deadlines are met
- Produce detailed performance reports for clients, analysing project success and profitability
- Build professional, trusting relationships with clients, suppliers and key stakeholders



- Monitor our support ticket system, responding to support requests and/or assigning to members of the team.
  - Contribute to service and internal process improvements
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## Candidate Profile

### Essential

- Experience working in a marketing environment
- Experience of project management, including digital projects
- Knowledge of the economic landscape in Shetland and Orkney, or experience working with rural organisations and the approaches to marketing strategies and delivery required for economic growth
- Excellent time management and organisational skills
- Strong written and verbal communication skills
- Flexible and adaptable with a high level of attention to detail
- Ability to quickly build rapport with clients and maintain strong long-term relationships
- Ability to work well in a time-pressured, fast-paced environment
- A commercial focus with the ability to monitor and maintain profitability on all jobs
- Analytical skills to evaluate the effectiveness of digital marketing activity
- Inquisitive, with creative and solution-focused thinking
- Self-directed approach to learning and commitment to keeping up to date with industry trends and technologies
- Ability to communicate complex technical subjects in an easy-to-understand format

### Desirable

- Basic knowledge of HTML, CSS, SEO, content management systems, social media and other common digital platforms
- Experience of destination marketing
- General knowledge of websites, domain names and analytics