

Webstore Project Manager

Position Description:

Insight Branding, is seeking an Webstore Project Manager to help manage web development and design projects that will include custom ecommerce and CMS platforms. This position will report to the Programs Director and will collaborate with other teams that include Account Managers, Marketing, and Sales Executives to coordinate custom web-based solutions that help our clients exceed their marketing and sales goals. The Webstore Project Manager sees the value in the details while understanding what's necessary for the big picture. The ideal candidate would possess analytical expertise, while being able to effortlessly multi-task and think quickly in a fast-paced environment. A successful Webstore Project Manager, will have strong attention to detail, strategic planning, project management, and design skills.

Primary Duties and Responsibilities:

- Manage multiple custom web-based projects throughout the project lifecycle including discovery, estimating, planning, analysis and design, development, deployment, and ongoing maintenance.
- Determine project milestones and actively measure project progress against milestones to ensure timely and successful completion.
- Develop and maintain key project deliverables: project plans, scope documents, communication plans, and status reports.
- Act as primary point of contact for Clients while in the production process; in person/ video meetings as required.
- Build credibility and trust with the Client to ensure the project meets the Client's needs.
- Work closely with the Programs Director to ensure the solution meets requirements and functions properly.
- Deliver status reports and other required communication to ensure Client is informed and aware of the project status.
- Work within the Company Stores Team to determine and prioritize project objectives.
- Assign tasks, set priorities, and provide guidance in the completion of tasks and deliverables.
- Manage, track and escalate issues as appropriate.
- Contribute to business development activities and help the Sales Team with estimating and delivering solutions to prospects.

- Design web assets as it relates to each store's needs. This may include web banners, product virtuals, page layouts and marketing emails as it pertains to each client's brand guidelines.
- Build out products on the backend of the store.

Requirements for Position:

- Experience managing multiple e-commerce and other web-based projects.
- Experience working in various CMS platforms and ability to make website changes and updates.
- Experience estimating website design and development work including making recommendations to current and prospective Clients.
- Familiarity with Basecamp or other project management software used for tracking projects.
- Excellent communication/presentation skills and ability to build relationships.
- A process thinker seeking productivity and exceptional service.
- Ability to take and apply direction and/or constructive criticism.
- Ability to work efficiently without compromising quality or accuracy.
- Maintains a self-starter attitude with excellent organizational and time management skills and has proven ability to handle multiple tasks and projects simultaneously.
- Ability to work independently and collaboratively.
- Possess a high degree of professionalism and flexibility.
- Ability to manage difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- Ability to work with and keep a positive, supportive attitude towards the Company, job, customers and co-workers.

Qualifications:

- Minimum of 2 years related experience or bachelor's degree in related field.
- Proficiency in Microsoft applications including Word, Excel, and GSuite.
- Proficiency with required desktop publishing tools, including Illustrator, Photoshop and other Graphic Design software.
- Demonstrate a high degree of accuracy and attention to detail, as well as excellent oral and written communication skills
- Knowledge of Google Analytics is a plus.

Physical Demands:

While performing the duties of this job, the employee is regularly required to sit; reach with hands and arms and talk or hear. The employee is frequently required to use hands to finger, handle or feel; frequently lift and/or move up to 10 pounds, and occasionally lift and/or move up to 25 pounds. The employee is regularly required to stand and walk. Specific vision abilities

required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment:

Work environment is remote or a moderately quiet office environment.

ABOUT US:

Established in 2004, Insight Branding was founded to deliver marketing solutions to our clients. Over the years, we have continued to expand our services and solutions to our clients from a standard branded merchandise program to social media, PR, and digital videos. Our focus on making our customer's brand our mission has helped us grow into one of the largest promotional marketing agencies in the industry.

Insight Branding is headquartered in Charlotte, NC with other locations in Georgia, Wisconsin, Texas and Ohio. We promote a culture that acknowledges the importance of a healthy work-life balance. We encourage initiative and participation by creating a casual environment that taps your full potential as an employee.

BENEFITS:

- Competitive salary and bonuses
- Health benefit allowance
- 401(k) plan with company match
- Holiday and flexible paid-time-off
- Discounts on brand name apparel
- Flexible schedules

Insight Branding is an Equal Opportunity Employer.

We extend equal employment opportunities to qualified applicants and employees on an equal basis regardless of an individual's age, race, color, sex, religion, national origin, disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition or any other reason protected by law.

Job details:

Employment: Full time

Job Function: Marketing, Project Management, Information Technology

Industry: Marketing & Advertising