



ITFO Communications, Inc.

Openings: Communications Program Lead

Job Description Overview:

The Communications Program Lead is responsible for leading high quality projects and managing a team to ensure on time and on budget programs through the effective use of project management plans, people and resources. He or she discusses strategies with clients and recommends a variety of programs, including advertising campaigns, direct and/or digital marketing programs, and distributor training programs. Experience in account management—as well as a background in corporate communications and new media content development—is important. Strong interpersonal skills are vital.

Work activities:

Message Planning

- Develop delivery strategies for blogs, articles, whitepapers and other materials
- Manage a team
- Structure and plan individual projects
- Review work in response to feedback
- Work to meet tight deadlines
- Network with team members as well as others involved in a program such as executives, client stakeholders and event organizers
- Critique the work of other writers, including sometimes providing mentoring or coaching
- Help clients communicate effectively with the public

Research

- Research the market by reading relevant publications or blogs, staying up to date with writing produced in relevant industries and market sectors
- Select subject matter based on personal or public interest, and work with clients to determine perspectives on topics
- Undertake background research, including desk-based research as well as onsite visits or interviews
- Find, pursue and maintain knowledge of publication opportunities
- Identify main client groups and audiences and determine the best ways to reach them
- Assist and inform an organization's executives and spokespeople

Program Lead

- Designate an appropriate spokesperson or information source for media inquiries
- Devise advertising and promotion programs
- Assign, supervise, and review the activities of staff
- Maintain detailed timelines, project plans and hours budgeted for project deliverables and key milestones
- Have flexibility to work within an ever-changing workload while still managing workload by setting, observing and re-evaluating project priorities often

- Lead internal project status meetings and ongoing project schedule updates
- Manage multiple projects simultaneously and understand project priorities in the context of agency and client expectations
- Be the focal point for production, timeline and resourcing issues
- Develop a detailed project plan to monitor and track progress
- Manages changes to the project scope, project schedule and project costs using the appropriate verification techniques
- Measure project performance using appropriate tools and techniques
- Establish and maintain relationships with third parties/vendors

Client Development

- Develop client relationships by participating in strategic initiatives to enhance and sustain programs
- Work with clients to understand their needs and suggest solutions that enhance their business and create opportunities for other agency team members
- Engage in client marketing activities, including helping maintain clients' online presence through a website, blog or social media presence
- Help develop client's corporate image and identity
- Work with client partners to analyze project needs, to help ensure that they fit with resourcing, project objectives and quality standards
- Know the questions to ask to onboard each project smoothly
- Manage day-to-day operational aspects of projects, including communications of client needs to internal teams
- Report and escalate problems to management as needed
- Successfully manage the relationship with the client and all stakeholders
- Perform risk management to minimize project risks

Knowledge of financial services, legal services and information technology industries is a plus, as are project management skills, web analytics capabilities and any prior experience in internal communications or content management.

This new telecommute position is a full time role. Pay rate will be determined according to your skills and experience. Team members usually work from their own office locations; though it would be beneficial if you have the ability to join occasional face-to-face meetings with the client team.

Note: To apply for the position by submitting a resume and relevant samples—or to ask questions—please contact the address below.