

ITFO Communications, Inc., is a boutique consultancy that helps design, enable, analyze and optimize interactive marketing and communications projects. We specialize in meeting the needs of leading global enterprise companies.

Client Program Lead

Job Description Overview:

The Client 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 others, including 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

Project 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 the 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
- Manage changes to the project scope, project schedule and project costs using appropriate verification techniques
- Measure project performance using appropriate tools and techniques
- Establish and maintain relationships with third parties/vendors
- Create and maintain comprehensive project documentation

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 communication of client needs to internal teams
- Assist in managing internal resources, staffing existing and internal projects appropriately
- 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 position 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 will be beneficial if you have the ability to join occasional face-to-face meetings with the client team.

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

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