
PROJECT MANAGER – PROMOTE SHETLAND PROJECT

JOB DESCRIPTION

The **Project Manager** will report to NB Communication's Managing Director and will be the key point of contact for the day-to-day running of the Promote Shetland contract. The Project Manager will assist the Managing Director in guiding, co-ordinating and monitoring the Promote Shetland service.

The Project Manager will work alongside NB Communication staff, and will be required to co-ordinate, manage and control various subcontractors and projects simultaneously in a fast-paced environment.

The Project Manager will manage numerous projects effectively and efficiently, planning, prioritising and administering tasks within the constraints of schedules, requirements and budgets. Therefore, strong time-management skills are essential.

The Project Manager will liaise with various stakeholders to gain a holistic understanding of Shetland. They will meet with and report progress back to the client on a regular basis.

The Project Manager will aspire to achieve the strategic objectives of the service; to promote Shetland as a desirable place to live, study, work, visit and invest in.

Main Responsibilities:

The main duties include, but are not limited to:

- Support NB Communication's Managing Director to deliver agreed projects
- Project manage a series of marketing projects simultaneously, schedule work streams to meet delivery expectations
- Co-ordinate a range of suppliers and subcontractors to deliver projects on time and within budget
- Manage different marketing budgets, track spend to ensure best value for purchases and measure return on investment
- Monitor KPIs, analyse performance and create informative reports
- Build professional, trusting relationships with key stakeholders
- Maintain effective communications to ensure that all relevant stakeholders remain informed
- Review and analyse the effectiveness of promotional campaigns
- Ensure that the Shetland.org site content remains up-to-date
- Organise and attend marketing events
- Ensure effective and efficient distribution of high quality marketing materials to the target audience(s)
- Work in partnership with local organisations and businesses to create/portray a consistent Shetland brand
- Deliver presentations to key stakeholders
- Liaise with local and national media as required
- Undertake copywriting tasks such as writing blog posts and newsletters

Outside of the main duties specified above, the post holder will be required to undertake other relevant tasks in line with the nature of the Promote Shetland service.



PERSON SPECIFICATION

	Essential	Desirable
Personal Qualities	Self-directed approach to learning to remain up-to-date on current and emerging marketing strategies, initiatives and trends	Visionary and creative
	Detail-oriented	
	Self-disciplined and able to work to tight deadlines	
	Enthusiastic and committed	
Experience	Experience of working in a similar role	Experience of destination marketing
	Experience of running marketing campaigns	Experience of managing subordinates
	Experience of project management and delivery	Experience of brand development and management
	Experience of managing and adhering to budgets	Experience of creating professional marketing campaigns
	Experience of managing multiple projects simultaneously	
	Experience of managing supplier relationships	
Education	Possession of a Degree (or equivalent qualification) ideally in Business, Management or Marketing.	Relevant CIM (Chartered Institute of Marketing) qualification
		Recognised project management qualification
Skills, Abilities and Knowledge	Strong written and verbal communication skills	Comprehensive knowledge of Shetland
	Ability to work well in a time-pressured, fast-paced environment	Strong copywriting skills to produce online and offline marketing content



	Analytical skills to evaluate the effectiveness of campaigns	
	Ability to manage budgets, track spend and measure return on investment	
	Ability to work well as part of a team as well as independently	
	Strong interpersonal and presentation skills	
	Strong time management and planning skills to deliver projects on time, within budget and scope	
	Problem-solving skills	
	Ability to effectively delegate tasks	
	Ability to think strategically about how marketing efforts contribute to achieving contract objectives	
	Effective PR skills	
	Competent in report writing	

