



## **JOB DESCRIPTION**

**POSITION:** Inbound Traffic Manager (Maternity Cover)

**SALARY:** c. £30,000 depending on experience

**CLOSING DATE:** Friday 18th January 2019

### **ROLE PURPOSE:**

The purpose of the role is to be the traffic manager in our busy Inbound Marketing studio, ensuring client's Inbound campaigns are delivered on time and on budget. You are accountable for the planning, scheduling and resourcing of the Inbound delivery team.

You will be accountable for ensuring all Inbound campaigns are allocated to a team based on individuals strengths and skills. Using our Timesheet and Planning software, you'll need to ensure campaigns are running to agreed schedules and profit margins, review daily work schedules, ensure work is delivered on deadline, compile Inbound studio schedules, update Inbound studio schedules regularly, keep all departments informed about campaign status, dispatch workload, manage annual leave of employees and finally resource management across both contract and permanent employees.

### **ROLE RESPONSIBILITIES:**

- Oversight of multiple campaigns, reviewing requirements, assigning designers, writers, animators, HubSpot technicians and consultants to a campaign, managing outputs and ensuring deadlines are met.
- Ensuring consistent use of our project management processes to make for a smooth, efficient campaign lifecycle.
- Reviewing daily resource and workload schedules and booking contractors when required.
- Giving helicopter view to resource and potential deadlines for new campaigns.
- Working with the Strategists and Account Directors to enable key client activity forward planning & resourcing.
- Keeping all internal stakeholders update with key developments.
- Quality control – working closely with Strategists and Account Managers to make sure the output from the Inbound team meets the clients requirements.



- Ability to lead a team by example, having strong organisational skills and client facing attitude.

## **SKILLS AND EXPERIENCE:**

- Experience of working multiple marketing/content campaigns in a complex agency-type.
- A strong experience of HubSpot is preferred, but other Inbound Marketing software environments would be considered.
- Excellent organisational skills, advanced knowledge of Project Management process.

## **PERSONAL REQUIREMENTS:**

- Interest in and aptitude for digital marketing solutions.
- Highly motivated, with proven track record.
- Demonstrate strong interpersonal, verbal and written communication skills.
- Exceptional communication skills.
- Flexibility with schedule to meet client commitments.
- Self motivated and willing to expand knowledge.
- Ability to self-manage while managing assigned teams and projects.