

## **Project Manager – Adobe Campaign**

**(£45,000 - £50,000: plus bonus, enhanced benefits - including unlimited paid annual leave, discounted gym membership and more)**

### **Role overview**

We are looking for an outstanding Project Manager with strong digital marketing and Adobe Campaign Classic experience to join our team. The successful candidate will have the opportunity to work with blue-chip clients through to SMEs on innovative data driven marketing solutions. Many of our clients are embarking on game-changing digital and data transformation projects that will fundamentally change how they operate. You will be in a pivotal position to help our clients and Profusion undertake these cutting-edge projects that have industry-wide impact.

The ideal candidate is an experienced Project Manager who has both project management and executable technical skills. Projects will range in size from multi-channel customer journey automations to digital transformation web applications. You must be self-directed and comfortable collaborating and working across internal teams and external clients. You will work with our Project Leads to scope and deliver digital marketing solutions on time and budget for some of our key clients, and in many cases manage these projects directly with the client.

You will have great potential for personal and career development, and learn from and share knowledge with a range of talented, highly skilled and internationally diverse team of colleagues. All of this while embarking on an exciting journey with a pioneering, fast-growing company situated at the heart of London's Tech City.

### **Key responsibilities**

With many exciting projects currently running and in the pipeline, the Project Manager will work closely with our Project Leads and Campaign Managers to define and deliver complex email marketing campaigns and projects in an Agile environment. You will be expected to deliver part of or all of the solution yourself on our Adobe Campaign Classic platform, or support other team members in doing so.

You will be a go-to person for Adobe Campaign Classic support and training within the team, helping new and existing staff to develop their technical skills and knowledge.

- Taking responsibility for successfully delivering against our clients' technical specifications and helping to ensure the profitability of all projects you are involved in.
- Advising on and delivering the right technical solutions to meet our clients' needs.
- Ensuring the client projects you are responsible for are completed to a specific schedule and within an agreed budget.
- Project management of Adobe Campaign Classic (and other ESP) solutions including cost, quality and client happiness.
- Defining and implementing technical solutions such as automated processes, customer journeys, subscriptions, competitions and API integrations that fully meet the needs of our customers.
- Leading multiple ESP-based projects including scoping, planning, execution, monitoring, control and closure.
- Understanding and focusing on client needs and ensuring we delivery high quality projects that meet and exceed clients' expectations.
- Liaising with client stakeholders where required and helping build successful long-term relationships.

- Keeping the systems we use up to date to ensure accurate sales forecasting, time sheeting and working with the Project Leads to ensure your projects are invoiced on time and accurately.
- With the internal client centric teams, scope and document detailed and comprehensive project estimates and specifications.
- Continually learning and developing ESP expertise, both on our main platform Adobe Campaign Classic and other platforms (e.g. Adobe Campaign Standard, Salesforce Marketing Cloud, Eloqua) to help us diversify in the future.
- Providing support surrounding ESP-based solutions and working with the team to find the best ways of delivering these campaigns and projects.
- Supporting with ESP-based training for the team and our clients.
- Stay on top of latest relevant ESP innovations and industry trends to share in a digestible format with clients and Profusion.
- Help build upon Profusion's reputation in the ESP space by contributing to relevant thought leadership
- Any other ad-hoc responsibilities that may reasonably be required.

### **Personal Specification: Knowledge, Experience and Skills**

You should have experience working in a fast-paced digital agency/tech environment and a strong grasp of email marketing. Experience managing multiple clients and several project streams simultaneously is essential. We are keen to meet digitally focused, ambitious and client-orientated Project Managers.

You will need good interpersonal skills, excellent attention to detail and have the passion to progress your career in digital marketing. We are looking for someone with strong ESP experience and a deep professional commitment to grow their expertise and learn new things.

### **Knowledge & experience**

#### **Essential:**

- Extensive experience delivering email, digital marketing and web application campaigns and projects according to an agreed time, quality and budget requirements.
- Solid hands-on experience of using Adobe Campaign Classic, specifically.
- Must be proficient in Agile/Waterfall project management methodologies.
- Knowledge and experience of using API, HTML, CSS and JavaScript.
- Running discovery and scoping workshops with multiple stakeholders.

### **Personal skills and competencies**

- Ability to multi-task, manage and prioritise multiple projects.
- Strong problem-solving skills, willingness to take ownership and risks, and enthusiasm in the face of technical challenges.
- Have the capability, confidence and mindset to solve technical problems independently and adapt your training to real situations.
- Client focused, with the ability to interpret and understand client needs and deliver results.
- Solid project management and organisational skills, with the ability to prioritise and meet deadlines in a calm and effective way.
- Excellent time management skills and the ability to juggle multiple projects and teams in a fast-paced environment.
- Quality Assurance and attention to detail: to be able to verify that requirements are

- met.
- A proactive approach and the ability to be self-managing and innovative

### **How to apply**

If you are passionate about a career in Project Management and you meet the requirements above, please email your CV with a cover letter (no more than 2 sides of A4) outlining why you would be ideal for the role to: [people@profusion.com](mailto:people@profusion.com) (Closing date for applications is **Sunday the 2nd of May**)

Please note that the role is based in London and there will be a need to have regular days in the office, with some flexibility for home working.

Please note that because of the high number of applications we typically receive, it is not possible to answer everyone in person, successful candidates will hear from us within 2 weeks of the closing date.