

**Job Title:** Marketing Project Manager  
**Department:** Marketing  
**Supervisor:** Buckle Brand Communications Manager  
**Status:** Exempt  
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**Approved By:** Callie Metz  
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## Summary

The Project Manager will collaborate with Marketing Leadership in identifying and meeting the department goals and objectives. They will act as Project Manager on approved and assigned projects that stem from the Men's and Women's Merchandising teams as well as the Marketing Leadership team.

This teammate also serves as Social Media Coordinator, guiding project requests through the planning and creative process. This includes collaborating with stakeholders and guiding project team members on the marketing strategy, through to writing the brief and overseeing the production of the finished assets and/or deliverables. Must understand business goals, be able to run multi-campaign and project programs, measure social media impacts against business objectives, and most importantly, effectively communicate.

## Essential Duties and Responsibilities

This description intends to describe the general nature and level of work performed by Teammates assigned to this job. It is not intended to include all duties, responsibilities and qualifications.

## Project Strategy and Business Case

- Collaborate with key stakeholders and project team members to establish and start the assigned project.
- Work with appropriate project team members to produce detailed plans at each subsequent phase while ensuring project accountability.
- Produce the Project Initiation Document.

## Design and Deliverables

- Draft the project's deliverables using the business case and project strategy.
- Work with project stakeholders to identify the deliverables.
- Gather input and approvals from the project sponsor and other key stakeholders.
- If changes to processes are required, flow charts or Lucid Charts will be used to create a detailed map of process and flow.
- Once all of the planning and designing is complete, the project team will develop and build the required components to be delivered to the Project Manager, who will then distribute to the appropriate channels for distribution.

## Training and Business Readiness

- Plan a project launch which includes:
  - Initiate a communication plan.
  - Provide education and/or training for users.
  - Identify and act on what's required for the project to be effective from the launch date.

## Support and Benefits Realization

- Provide transitional support after the project is launched and consider requirements before team members are reassigned.
- Monitor the delivery of project assets and provide information about other actions needed to ensure project completion.

### **Project Close**

- Responsible for closing out each completed project, which includes:
  - Completing and storing documentation.
  - Carry out a Post-Implementation Review, so that the experience gained can be used in future projects.

### **Social Media Coordinator – Interaction with Social Media Specialists**

- Monitor day-to-day activities of the social team and ensure work is progressing as planned.
- Manage schedules, and overall project organization to ensure requirements and project deliverables dates are clearly communicated, understood and executed upon.
- Ability to work across several projects simultaneously.
- Actively monitor project risks and scope to foresee and identify potential problems and proactively identify solutions.

### **Social Media Coordinator – Support to Project Sponsors**

- Identify needs that project sponsor may not recognize and ensure approaches and solutions are strategically linked to objectives and future needs.
- Manage client expectations, ensure delivery of the highest quality service, and solicit and act on client feedback.
- Communicate and document project status and strategic recommendations to clients, team members and senior management on a regular basis while escalating issues accordingly.
- Proactively identify opportunities and deliver improvements.
- Proactively resolve client issues with outstanding communication.

### **Supervisory Responsibilities**

This job has no supervisory responsibilities.

### **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs work flows and procedures.

Continuous Learning - Assesses own strengths and weaknesses; seeks feedback to improve performance; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Design – Generates creative solutions; uses feedback to modify designs.

Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods.

Cooperation - Establishes and maintains effective relations; exhibits tact and consideration; offers assistance and support to co-workers; works cooperatively in group situations; works actively to resolve conflicts.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.

Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.

Team Leadership - Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments.

Conflict Resolution - Encourages open communications; confronts difficult situations; maintains objectivity; keeps emotions under control; uses negotiation skills to resolve conflicts.

Impact & Influence - Pursues and wins support for ideas; displays ability to influence key decision-makers; achieves win-win outcomes; uses authority appropriately to accomplish goals; addresses divergent opinions.

Business Acumen - Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.

Cost Consciousness - Works within approved budget; develops and implements cost saving measures; contributes to profits and revenue; conserves organizational resources.

Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities; supports affirmative action and respects diversity.

Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and principles; upholds organizational values.

Strategic Thinking - Develops strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals.; completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.

Planning/Organizing - Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and/or Experience**

Bachelor's degree from four-year college or university in Communications, English, Journalism, Online Media or related field; and one to two years of experience and/or training; or equivalent combination of education and experience.

### **Language Skills**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of Managers, clients, Guests, and the general public.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### **Computer Skills**

To perform this job successfully, the Teammate must demonstrate the ability to learn and utilize many different information/computer systems including but not limited to Microsoft Office products.

### **Physical Demands**

The physical demands described here are representative of those that must be met by a Teammate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the Teammate is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The Teammate is occasionally required to stand; walk and reach with hands and arms. The Teammate must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision and peripheral vision.

### **Work Environment**

The work environment characteristics described here are representative of those a Teammate encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

### **Equal Employment Opportunity**

Buckle is committed to hiring and developing the most qualified Teammates from the available workforce in the communities we serve.

Equal employment opportunity has been, and will continue to be, a fundamental principle at Buckle, where employment is based upon personal capabilities and qualifications without discrimination and retaliation because of race, color, national origin, ancestry, creed, religion, sex, age, physical or mental disability, genetic information (including characteristics and testing), or any other protected characteristic as established by applicable local, state or federal law.