

## Role Description

Role:	<b>Head of Project Delivery</b>
Business function:	Project Delivery
Reporting to:	Co-founder and Commercial Director
Managing:	Project Management function
Prepared on:	17 Nov 2020

### 1. Purpose and Scope

The purpose of this Role Description is to describe the **Head of Project Delivery** role.

To have overall responsibility for the effective leadership and direction of all projects delivered by Fresh Egg, including the management, monitoring and reporting of quality, efficiency and profitability. To implement controls to enable the management and mitigation of risk and the escalation of issues where required. To continuously analyse and utilise project learnings.

To define, manage and deliver a documented, Board-agreed, project delivery strategy for Fresh Egg.

To proactively manage projects on an ongoing basis, to ensure knowledge of Fresh Egg's client base, portfolio of services and project delivery processes is maintained and developed over time.

*This role description is not inflexible but is an outline and account of the main duties and capabilities. The role holder should however carry out any other reasonable duties commensurate with the role, as the needs of the company require.*

### 2. Role Responsibilities

#### 2.1 Functional head responsibilities

- To support business growth with clear focus on clients and employees as part of the senior team
- To create, maintain and communicate the functional strategy and roadmap for each financial year, aligned to the agency's growth, strategic direction and goals
- To hold overall responsibility for function performance and target achievement and to collaborate with the Board on the setting of annual budgets and targets

- To thoroughly understand digital trends in relation to our clients' businesses to enable the development of relevant strategic plans
- To champion continuous improvement of efficient processes and workflows
- To proactively work with and support other teams in delivering business growth
- To support team members in achieving their performance objectives
- To line manage and mentor the team effectively through a coaching style of management and to support them in achieving their objectives and overall career progression. To carry out all day to day elements to include recruitment, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management
- To ensure that HR are involved with all key personnel issues, contractual changes, performance management and development plans

## 2.2 Key responsibilities

- To deliver the highest quality project outputs while ensuring this is achieved profitably for Fresh Egg. All projects to be delivered to time and budget, in order to meet client deadlines and minimise negative impact to the agency P&L
- To be the escalation point for any project delivery issues and to resolve effectively
- To define, manage and proactively deliver a documented, Board-agreed, project delivery strategy for Fresh Egg, updated annually. To include specific focus on the technology, planning and operational processes that are needed to build more consistency and efficiency into how we work moving forwards, including with partners
- To continuously assess our project delivery charging model and make recommendations to the Board for improvements, ensuring that we are getting paid for the time and value that we are delivering
- To ensure that we are reporting on profitability across all our projects
- To ensure the team enable revenue from clients to be maximised by identifying cross-sell and up-sell opportunities and communicating these opportunities to the relevant client services or business development lead
- To work with the Head of Resourcing and other relevant heads of department to ensure our overall live project backlog can be resourced with the right specialists in line with the scope of work and agreed deadlines for each project
- To be part of the pitch team on new client pitches, where the project delivery function requires representation and to support on RFP submissions and new business proposals where required

- To work closely with the client services and business development functions to ensure high quality delivery and excellent service across the whole customer journey
- To ensure all communication both written and verbal is delivered to a high standard and adheres to the Fresh Egg brand
- To provide recommendations for client-relevant content to be included in FreshThinking and other Fresh Egg marketing and communications

## **2.3 KPIs and reports**

- To meet or exceed team profitability targets
- To ensure that project learnings are captured and reported effectively across the agency, to drive improvements in future scoping, quoting and delivery
- To produce summary monthly reporting for the Board on project and team performance
- To monitor and report WIP revenue internally to the resourcing department
- To ensure that project issues, risks, dependencies, and change control are reported within agreed processes
- To ensure that reports on project status are delivered to internal and external stakeholders as required
- To summarise and share relevant departmental activity, successes and initiatives at agency huddles and Share & Trades

## **2.4 Best practice and organisation**

- To keep fully up-to-date with industry developments
- To identify, evaluate and share resources, tactics and techniques, freely sharing knowledge, insight, best practice and ideas across the agency
- To work closely with other core business functions to ensure they are kept up-to-speed with all relevant client services initiatives, in order to eradicate silos, ensure positive buy-in and inspire common thinking across the agency
- To represent Fresh Egg at industry events when required and to represent the Company in a professional and knowledgeable manner

Key behaviours should be aligned to core values at all times.