

Role Description

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| Role: | Project director |
| Business function: | Project management |
| Reporting to: | Head of Client Delivery |
| Managing: | Senior project manager and project managers (as applicable) |
| Prepared on: | 7 th July 2020 |

1. Purpose and Scope

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

To direct, manage and coordinate high level, quality projects for Fresh Egg's clients, understanding the strategic and commercial context of their business, in order to influence and lead the delivery team throughout the day to day operational project management to time and budget.

Support and mentor other team members to achieve the same.

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 Key responsibilities

- To support the pre-sales quoting, RFP submission and/or scoping of an opportunity to help ensure that the client's expectations are achievable; offering advice from previous experience in relation to time and budget, resource needed, and duration of project
- To be part of the pitch team with the role of demonstrating the value of project management as part of the work being proposed
- To confirm the agreed scope of a proposed digital marketing project is defined correctly, with clear strategic objectives that meet the client objectives and translate that into a task driven project plan that is kept up to date
- To manage a change control process as required against the original statement of work
- To work with Resource management to advise on and secure the required allocation of resources, skills and expertise from within Fresh Egg and its agreed freelancer pool

- To ensure that all teams working on a project have had a detailed handover and introduction to the project and overall objectives and deliverables before it commences
- To quality assure that the project deliverables (i.e. project output) are to the appropriate Fresh Egg standard and format
- To track and monitor the overall digital marketing project progress, resolving issues, initiating corrective action to avoid scope creep and escalating major issues with a solution upwards
- To share relevant knowledge throughout the project with the client's internal team/s, in order to add value and build a trusted and valued relationship with the client
- To manage the operational activities of 3rd party providers as applicable i.e. providing guidance, checking invoices and confirming / signing-off deliverables
- To maintain oversight and approval on any user acceptance testing deliverables (as applicable); approach, scope, sign-off criteria and ensure completion of operational acceptance testing activities
- To proactively inform the relevant parties of new commercial opportunities that arise from existing clients
- To recommend and implement project management systems or improvements where relevant
- (As applicable) To line manage effectively through coaching style of management and to support them in achieving their objectives and overall career progression, carrying out day to day elements to include hiring, appraisals, 121 meetings, team meetings, personal development plans, identifying training needs and performance management

2.2 Governance monitoring and control, KPIs and reporting

- To establish and maintain an appropriate project governance structure and effective communication processes
- To manage project issues, risks, dependencies and change control within agreed processes, and to ensure delivery of project results within the agreed scope and raising any issues as necessary
- To ensure that Fresh Egg's review process is followed and be responsive to the recommendations of any health check /project reviews
- To manage the project budget on behalf of the client and to monitor and report the WIP revenue internally
- To upsell project enhancements when agreement is reached to increase scope during the project
- To provide the necessary reports on project status to internal and external stakeholders

- To ensure the RAG (Red, Amber, Green) status – client satisfaction KPI is reported on and communicated to key internal project stakeholders on at least a monthly basis
- To prepare and coordinate post project evaluations, document feedback and implement the relevant changes or improvements accordingly to ensure Fresh Egg continue to give excellent service to our clients
- To highlight and coordinate case study content and obtain client testimonials at project completion

2.3 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 details to ensure a high quality and professional handover from business development
- 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.