



Job Description

POSITION:	IT Digital Projects Manager
LEVEL/SALARY:	Salary based on experience
REPORTS TO:	CIO Trafalgar Entertainment
LOCATION:	London / Surrey
EMPLOYING ENTITY:	Trafalgar Entertainment
HOURS:	Full time, 40 hours per week

Summary

The Digital Projects Manager will be responsible for leading technology and digital projects across the Group. They will be responsible for managing business requirements and relationships between stakeholders and external partners. They will lead new digital initiatives across the Group and work with Group subsidiary companies to deliver growth and improve synergies. The role will have elements of both project management and business analysis.

Key Responsibilities

- Lead key digital Group projects including maximising the investment in CRM and Marketing Automation (Hubspot)
- Ensure Group websites are effectively setup for maximising conversion, are compliant and performant, including SEO monitoring and website tagging
- Ensuring effective use of Google Analytics across the Group to measure performance of ecommerce activities.
- Explore ways to improve the capture of customer data across the Group
- Improve data security by reducing the risk of customer data by delivering improvements to customer handling processes
- Ensure customer data is protected and managed appropriately by the business and that the business' GDPR policies are kept up to date and strictly adhered to.
- Deliver systems and processes to ensure all marketing and ecommerce activities are measured and using customer experience insights, relay information to the technical, marketing and sales teams to optimise acquisition, revenue, retention, referrals, feature development and innovation.
- Provide data driven insight to improve customer engagement strategies
- Ensure digital systems provide effective reporting and analytics
- Explore ways to improve digital data analytics
- Work with Group companies to onboard new businesses and align digital and ecommerce platforms
- Onboard new Group companies onto Hubspot

- Explore new developments and releases on digital platforms including Hubspot and share these with the wider Group
- Work with digital platform partners to improve these platforms in line with Group requirements

Other responsibilities

- Prepare project plans (including internal tasks) and obtain senior management approval of the project plan.
- Liaise closely with the technical teams, to ensure that user requirements are effectively interpreted into technical specifications – and that new systems in development are checked against the user requirements.
- Establish and publish clear priorities for project activities.
- Develop a communication plan to keep all stakeholders informed of progress and issues.
- Work with the external supplier team, and others as required, to receive their plans and ensure that they are aware of their tasks and deliver according to plan.
- Make sure the overall plan co-ordinates deliverables across parties.
- Make sure infrastructure (and associated support) is in place for deliveries from external parties.
- Manage Change requests with third parties and ensure internal sign off.
- Track and report on progress to plan.
 - Monitor internal deliverables (Training, Testing and Go Live functions)
 - Monitor external deliverables (Documentation, Integration work, Software releases, Testing)
- Attend meetings as appropriate; senior/director steering board meetings; project steering meetings.
- Monitor the overall budget and flag any expected over runs.
- Update project documentation to reflect any changed priorities.
- Ensure that products can be supported after the project completion.
- Coordinate management and technical decisions.

Skills and Qualifications

- Experience in international markets with an understanding in e-commerce, marketing, social media and digital platforms, including CRM systems, data management and reporting tools.
- Proven experience in delivering Hubspot (delivering marketing automation and integrations)
- SEO optimisation and monitoring
- Strong marketing intelligence skills (including Google Analytics) and digital marketing experience
- Website programming (HTML; CSS) skills highly desirable
- Solid technical background with understanding and/or hands on experience with software development projects and web technologies.
- Knowledge in ticketing and sales, with an understanding of ticketing systems.
- Prior experience of working on a large scale projects
- Strong analytical skills and comfortable working on data analysis
- Experience of presentation and communication at senior level.
- Experience of budget control and risk management.
- Excellent written and verbal communication skills.
- Good understanding and experience of acquisitions
- Solid organisational skills including attention to detail.

- Familiarity with project planning tools (including Monday)
- Educated to degree level or equivalent.

How to apply:

To submit your application, please submit a CV and cover letter as to why you think you are suitable for the role to **recruitment@trafalgarentertainment.com** by **Sunday 26th June 2022**.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees