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# Example of Advertising Project Manager Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of advertising project manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for advertising project manager

* Contribute to the launch of new products by participating in user interface design, usability testing, requirements definition, research, metrics analysis, technical specifications, development, testing, and launch efforts
* Provide clear, concise and professional communication to external partners and effectively manage their deadlines and deliverables throughout a project
* Manage projects from kickoff to completion on schedule and within scope utilizing Agile/Scrum processes when appropriate
* Be responsible for communicating status and risk mitigation
* Assist with and escalate issues that cannot be resolved within the team
* Be able to speak to questions or requests from business and technology owners
* Drive prioritization of competing technology projects based on business need
* Explain project or product tradeoffs to engineering and business stakeholders
* Drive team meetings and document and distribute action items
* Serve as a business analyst when needed and document functional requirement and workflows, prioritize features and drive project scope as needed

## Qualifications for advertising project manager

* Digital display advertising industry experience and previous sales/business development experience are highly desired
* Coordinate and execute creatives, upfront audience specific targets and back-end measurement to Account managers, 3rd parties (matching/ROI vendors), engineering and product (Operational Support) & troubleshoot any issues that may arise
* Superior attention to detail and results oriented
* Bachelor’s in marketing, business, or a related field
* Manage advertising projects
* Ensure brand guidelines and objectives are met in advertising executions