



Content Project Manager | CPM

COMMON
THREAD
COLLECTIVE

About Us:

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job, is a job, is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

About the Position:

The CTC Content Team is a small group of talented production creatives who bring the spirit of joy, authenticity, and storytelling to the content we create for our clients. We're surfers, caffeine lovers, and dog owners, and we bring our own passion, insights, and dreams to our work. We're the type of people who are struck by creative ideas in the middle of the night and can't wait to share them.

Working closely with the Content Director and Senior Video Storyteller, the Content Project Manager (CPM) is an organized, unflappable self-starter who manages multi-market projects for exciting, fast-growing brands. To shine in this role, you'll leverage project management best practices, pragmatism and empathy as our cross-functional teams' unifying element, driving accountability and progress from

end to end. For content, project management begins in the development phase, calling for producer-ly talent and production coordinator skills.

Orchestrate | As the CPM, you'll possess equal parts confidence, humility, and emotional intelligence, all essential ingredients when orchestrating the many moving pieces of a complex content shoot and its deliverables. You're flexible yet firm, encouraging creativity and collaboration while also holding team members' accountable and maintaining momentum. In addition to the internal management, your charisma and skilled communication allows you to manage client request and expectation, with the end deliverable in mind.

Coordinate | You keep the big picture in mind while strategically creating and monitoring the creative production process, from pre-production through the final deliverable. As the heartbeat of the Content team, you drive internal communication, connecting the diverse set of teams within the CTC ecosystem. Oh yeah, and you're a big team player; hustling to collect feedback, communicate with clients, and ensure your teammates are aligned on priorities and timelines with rock solid work back scheduling.

Facilitate | You live to identify holes in our process and thrive when proposing new efficiencies where none have yet been defined. You're a true champion of the Content Team within the wider CTC team, providing department-wide visibility and celebrating team successes. Nothing makes you happier than orchestrating detailed briefings, kick-offs, and brainstorms. You thrive as a central traffic controller for all things content, whether it is developing callsheets, booking crew, consolidating budgets, collecting feedback, knocking out approvals or communicating next steps with clarity, appropriate urgency, and ease. All in a day's work helping make entrepreneurs dreams come true.

Collaborate | As the glue of the Content Team, you'll be able to quickly pull together details from multiple platforms, projects, people, and places. Then, you'll turn around and distribute that information across teams, to Account Managers, Strategists, Video Storytellers, Creative Directors, Talent and clients, all while remaining accountable to project milestones. Consistency is key -- you know how to anticipate conflict and resolve it with grace and diplomacy.

About You:

We hire for effort and interest at CTC and have found our successful Content Project Manager's encompass:

- Minimum of 3 years of related experience in project or program management
- Bachelor's degree or above
- Experience with video production, knowledge of video deliverables
- Willingness to approach projects with a can-do attitude to create process where none exists
- Excel in fast-paced, deadline-driven environment with ability to stay focused and calm
- Adept at balancing both short term and long-term priorities
- Creative and entrepreneurial spirit with strong problem-solving skills
- Excellent verbal, written, and interpersonal skills, able to calmly and confidently communicate within all levels of the organization
- Strong budgeting and project management skills, previous experience with Asana
- Ability to lead, influence and work across organizational boundaries with a track record of building excellent relationships with a broad range of peers
- Passion for entrepreneurship

