



Creative Services Project Manager | CSPM

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 Creative Services Team is a group of talented creatives who bring the spirit of joy, authenticity, and storytelling to the content, branding, and web development we create for our clients. We're podcast-obsessed, caffeine lovers, 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 around the conference table the next morning.

Working closely with the Creative Services Operations Manager, the Creative Services Project Manager (CSPM) is an organized, unflappable self-starter who manages multi-market web development and brand projects for exciting, fast-growing brands. To shine in this role, you'll guide the Web and Brand

teams by defining the scope, identifying the approach, bringing the team's vision to life, handling feedback, input and approval flows.

Orchestrate | As the CSPM, you'll possess equal parts confidence, humility, and emotional intelligence, all essential ingredients when orchestrating the many moving pieces of a complex web build or brand overhaul. 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 requests and expectation with ease.

Coordinate | You keep the big picture in mind while strategically monitoring the creative process, from initial discovery calls to the final web or rebranding launch. As a pivotal member on the Creative Services squad, you'll lead all communication, connecting our Growth Teams, internal collaborators and clients. Oh yeah, and you're a big team player; hustling to collect feedback and ensure your teammates are aligned on priorities and timelines with rock solid workback scheduling.

Facilitate | You live to identify holes in our process and thrive when proposing new efficiencies. You're a true champion of the Creative Services offerings within the wider CTC team, providing department-wide visibility and celebrating team successes. Nothing makes you happier than orchestrating detailed briefings, kick-offs, and brainstorming. You thrive as a central traffic controller for all things web and brand, developing timelines, coordinating freelancers, streamlining budgets, collecting feedback, knocking out approvals or communicating next steps with clarity and appropriate urgency. All in a day's work helping make entrepreneurs dreams come true.

Collaborate | As the glue of the Creative Services 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, Web Developers, Brand Managers, 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 Creative Service Project Manager's encompass:

- Minimum of 3 years of related experience in project or program management
- Bachelor's degree or above
- Proven experience delivering multiple website design and digital projects in an agency environment
- A great set of examples of digital/interactive campaigns that you have helped bring to fruition

- Experience with web development, specifically front/back-end development, connectivity, usability, functionality, testing and troubleshooting
- Experience with branding projects, specifically defining and creating the visual and strategic elements around brand and product identities
- Foundational knowledge of software, tools, techniques, and various file formats used within digital 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
- Excellent verbal, written, and interpersonal skills, able to calmly and confidently communicate within all levels of the organization
- Ability to lead, influence and work across organizational boundaries with a track record of building excellent relationships with a broad range of peers
- Strong budgeting skills, experience tracking and managing large-scale financial projects
- Passion for entrepreneurship
- BONUS SKILLS:
 - Previous experience with Asana project management software
 - Web development skills (HTML, CSS, JS, Wordpress/Shopify)

