



Project Manager—Communication/Design Agency

SALARY RANGE (2018): \$84,500–\$102,600

Our clients are big and so is the risk. My job is to manage client projects from start to end. My days are diverse; I'll manage the development of a \$100,000 website and coordinate the launch of a \$10-million international digital campaign. I must be organized, or else. If I do my job well, our client is happy, and we're profitable. If I do it poorly, our client is unhappy, we all lose money ... and our agency may lose the account.

The Tip: Pick external certifications that align to your mission and build a plan to get these one by one. They signal expertise, intentionality and focus.

PRIORITY KNOWLEDGE AND SKILLS:

Management Skills

- Manage the design process
- Manage multiple workflows
- Develop and implement program schedules
- Manage budget and financial issues
- Manage internal and external stakeholders
- Act in a responsible manner with regard to the needs of people, their communities, and society as a whole

Research & Insights Skills

- Formulate focused and practical research questions
- Apply a deep knowledge of human behaviour to understand usability

Communication Skills

- Translate content into meaningful information
- Apply content management strategy
- Leverage social media

Design Skills

- Critique and improve design artifacts.
- Use current digital design tools

Additional Job-Specific Skills

- Lead and manage projects utilizing information design theories, practices and methods.

Core Transferable Skills

Be an expert at all core transferable skills:

- Thinking skills
- Communications skills
- Organizational skills
- Interpersonal skills
- Technical literacy

BUILDING BLOCK EXPERIENCES:

<p>Education & Learning:</p> <ul style="list-style-type: none">● Bachelor of Communications (information design) with a minor in marketing● Continually updating my multimedia technical skills● Professional Project Management (PMP) certification via the Project Management Institute	<p>My major in information design introduced me to the importance of innovation, problem-solving and process. I took a minor in marketing. At graduation, I committed to completing my PMP certification in five years.</p>
<p>Employment Experiences:</p> <ul style="list-style-type: none">● Was a server in university● Residence leader in university● Content Developer for a small startup● Project manager for a not for profit● Communications coordinator in a corporation● Worked as design manager for a telecommunications firm	<p>I learned how to be flexible and thrive within ambiguity. I learned how to rely on others, and to be relied upon. I got comfortable with a fast-paced environment with high potential for the unexpected. My experience allows me to control my emotions, so don't escalate. I always practice the best ways to check in with people and how to defuse tension.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none">● United Way event coordinator	<p>I manage a team of volunteers. From this, I learned how to get tasks done with disparate individuals who aren't acting under traditional rewards or punishments.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none">● I was a varsity athlete in university in a team sport and was voted captain in my final year	<p>I developed a strong work ethic and a reputation for getting things done no matter what. The discipline required in a high-performance team sport taught me the importance of coordination and leadership.</p>
<p>Relationships:</p> <ul style="list-style-type: none">● I seek to foster good working relationships with all the people I became dependent upon for deliverables. They need to know me well enough to understand my intentions.	<p>I understand why people do what they do. I need to know how to read people and know who's having a bad day and how to deal with that, so I always get the best out of them.</p>