

**Job Title:** Project Manager (Content Marketing) (Full-time)  
**Department:** Content Solutions, Newcom Media Inc.  
**Reports to:** Director, Content Solutions  
**Date:** March 8, 2022  
**Location:** 5353 Dundas St. W Suite 400, Etobicoke, ON

*Newcom Media Inc. follows a hybrid work model, where the team works remotely part of the week and the remainder of the week in the office.*

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Newcom Media is seeking a **Project Manager** to join its *Content Solutions* team, a one-stop shop for customers' content marketing needs. The *Content Solutions* team manages digital and print sponsored content campaigns, from start to finish, for the following markets: dental, financial services, insurance, supply chain, and trucking. The *Content Solutions* team collaborates with customers who want to share their expertise through print and web articles, social media, email marketing, webinars, podcasts, and videos.

The successful candidate will be responsible for developing and executing projects plans, while working closely with cross-functional teams, customers, and senior management.

**Responsibilities:**

- Create project plans; create workback schedules and manage timelines; conduct solutions management
- Communicate with cross-functional teams (editorial, sales, production, creative, ad operations), including submitting job tickets
- Facilitate and coordinate meetings with customers and agencies, including kick-off meetings and interviews with subject matter experts
- Maintain accurate budgets to ensure profitability, includes processing invoices
- Maintain effective schedules by monitoring day-to-day progress and reporting on any risks to timeline or budget
- Create reports by compiling data from Google Analytics and other digital programs to measure engagement and project success

**Required Skills & Experience:**

- Completed post-secondary education in relevant area of study with 3+ years of relevant work experience
- Strong project management skills (completed or in-progress PMP designation an asset)
- Experience managing digital campaigns, including email marketing, display advertising, paid social, and paid search
- Experience managing webinars, podcasts, video production, landing page development and online lead capture
- Excellent verbal communication and interpersonal skills with the ability to interact with and influence a variety of stakeholders
- Strong written communication skills
- Strong problem-solving skills with the capacity to manage multiple priorities and deadlines
- Expert-level organizational skills
- Strong working knowledge of MS Office Suite (Excel, Outlook, PowerPoint, Word, Teams)

Newcom Media welcomes and encourages applications from people of diverse backgrounds and abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

**About Newcom Media Inc.**

Newcom Media Inc. is one of Canada's leading B2B publishers and event producers serving the dental, fashion, financial, insurance, meetings & incentives travel, supply chain, trucking, and waste management sectors. A family owned and operated business, the company's motto is, "We serve our customers best by putting our readers first." Headquartered in Toronto, Newcom has operations in Quebec and the U.S.

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