

This Is The Job: Project Manager

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Project Manager?

We're the ones who make sure that projects are on track. When problems come up around timing or budget, we coordinate with and support others to make sure we can reach our goal. We're organized, detail-oriented, and we get things done.

This is what they do most days

I collaborate...

I work with strategists, developers, engineers and designers to bring CRM campaigns to life.

I design...

I outline ideas on paper and tinker with data that lead to fresh campaign architecture designs.

I build...

I use tools to build complicated, personalized, and innovative 1:1 campaigns that bring client strategies to life.

In their own words:

“ My majors in school were around marketing and management, and I found the best way to incorporate both aspects was within this role, and in this industry.” - Christiane D.

“ I manage people and resources to make sure projects are delivered on schedule and within budget. It's a challenging, exciting role that requires public speaking, organization, and emotional intelligence.” - Chioma N.

“ For me, the average day involves solving problems that come out of nowhere, and working with clients and coworkers to develop complicated campaigns. It's always challenging, but I have a passion for problem solving and working with numbers.” - Raymond E.

Explore some of the skills you'll need.

- ✓ You enjoy leadership roles and managing large scale projects
- ✓ Strong communication skills
- ✓ Ability to work collaboratively across several departments
- ✓ Strong leadership skills

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org