

This Is The Job: Resource 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 Resource Manager?

We're the people who manage other people, making sure we always have the proper skills allocated to every job. We keep people busy and engaged in what they do, moving them around as we need to so that all the work gets done on time. We're highly organized people-people.

This is what they do most days

I analyze...

I coordinate across teams to make sure every project has the people it needs.

I connect...

I communicate with a lot of different teams to ensure company leaders are kept up to date.

I organize...

I support everyone when needed with scheduling meetings and travel.

In their own words:

“ This role is perfect for me because I love having control of my own schedule, and I have a passion for helping other people. I solve resourcing problems for teams as they come up, and get to work at the cross-section of business administration and creative work.” - Casey M.

“ Resourcing projects, based on skill set, allows you to understand the scope of work presented; and who would be the best suited. Essentially you are the supporting tool to help manage the day to day workflow of your team. You can really make this role your own.” - Courtney F.

Explore some of the skills you'll need.

- ✓ You enjoy working with others and working in leadership roles
- ✓ Ability to oversee an entire team's schedules
- ✓ Excellent time-management skills
- ✓ Ability to delegate tasks and projects accordingly
- ✓ Strong organizational skills
- ✓ Keen attention to detail
- ✓ Ability to use Microsoft office
- ✓ Ability to effectively learn and use scheduling software
- ✓ Exceptional project management 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