

Contact:

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Project Management Opportunity

Senior Project Manager/ eCommerce
Health and Wellness
New Business Venture within established company
Location: Portland, ME or Boston, MA

Position Summary:

Contribute to New Business Ventures' (NBV) profit maximization and revenue enhancement by organizing, performing and tracking all of the discrete tasks required to develop and deploy new income-generating third-party programs/systems. Multi-channel programs will include direct mail, web marketing, telemarketing, loyalty programs and alternative media. Will manage multiple project schedules simultaneously while working under the direction of the Information Technology Leadership and through partnership with a cross-functional team of subject matter experts both internal and external. Acts as the project leader and account manager between XXXXXXXXX, New Business Ventures and strategic clients/vendor partners.

Essential Functions:

- Perform industry, channel and market analysis to identify strategic opportunity areas from a technical perspective
- Develop feasibility and ROI studies to support strategic initiatives with a technical component
- Assist with New Business Ventures market entry strategy
- Assist with IT development pipeline and other key process management
- Suggest improvements and enhancements to existing systems and processes
- Perform due diligence on potential New Business Ventures partners
- Analyze IT contract structure and pricing models for proposals
- Execute project implementations and review contracts, ensuring consistency in key processes, data flows, and programming across the enterprise
- Document all activities required to develop and implement enterprise-wide, multi-channel technology programs into a formal project plan. Actively manage the project managers administering project plans, to establish realistic expectations for solutions and timelines, and clearly communicate with cross-functional teams to ensure project success
- Collaborate with the XXXXXXXX team, the individual brand marketing teams and Orchard Brands Shared Services (call center, DC, IT) to achieve project success

- As necessary, travel to client, vendor and/or Orchard Brands' facilities to conduct due diligence, launch tests, troubleshoot and/or implement roll-out programs
- Track and report on financial spend of implementations, including post mortems. React quickly to take advantage of changing business conditions and opportunities
- Manage multiple projects at one time, and identifies issues in a timely manner before they impact quality and on-time, on-budget performance
- Exhibit professional conduct in all business relationships, actions and communications

Education, Training and Skills Required:

- Bachelor's degree
- Minimum 3-5 years of progressive project management experience in well-respected, customer-driven and/or client-driven organizations. Direct Marketing, financial services, insurance and/or healthcare experience a plus
- 7+ years experience in strategic or marketing role, Consulting or market research experience preferred, Understanding of finance, insurance, and/or health industries a plus
- Demonstrated subject matter expertise, formal training and on-the-job experience in Catalog/Direct Mail, Web Marketing, Loyalty Programs and/or Customer Relationship Management
- Demonstrated experience managing project scope, budget, timelines, and teams in addition to utilizing a formal process for identifying, qualifying, and mitigating project risk
- Must be able to work effectively in a team environment and demonstrate strong interpersonal skills to accomplish goals and complete projects
- Excellent organizational skills to handle multiple tasks, and demonstrated ability to manage a complex array of strategic and tactical projects with multiple partners
- Excellent written and oral communication as well as strong presentation skills. Requires exceptional Microsoft Excel and PowerPoint skills
- Strong analytical and problem-solving skills

Physical Demands and Work Environment: The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands: While performing the duties of this job, the employee will extensively use a computer

Work Environment: Normal office working conditions

Travel: Domestic travel required 15% of time