Project management is the “body of knowledge concerned with principles, techniques, and tools used in planning, control, monitoring, and review of projects.” (Business Dictionary) Project management is used as a strategic means to manage projects. In today’s world, for a company to grow and be successful, it is essential to have projects. Projects create value by making it easy for businesses to react to changes in the marketplace, with competitors and with the environment. Projects are also necessary in the creation of new services and products. Overall, the main purpose for starting a project is to achieve a specific goal.

A project team “consists of the full-time and part-time resources assigned to work on the deliverables of the project all of who will help achieve the project objectives.” (Mochal, J. and Mochal, T., 2009) The project manager heads up this team. The role of the project manager is for them to be responsible for making sure the project is successful from start to finish. Within this team environment, there are many more things that the project manager is responsible for. With the team as a whole, the project manager should appoint one or two secondary leaders in the case they are away. They should also create work methods to ensure the team functions as a strong team, develop systems to promote communication within the group, set guideline and maintain regulations, and build up and help keep team spirit. Individually, the project manager should assist with each individual developing. They should be able to balance the team needs with the individual and task needs. The project manager can also develop an appreciation and reward system for the performance of the members of the team.

Project Manager Job Description:

**GENERAL PURPOSE**

This position calls for someone who can be responsible for the development of effective communications and marketing programs. This candidate selected for this position should have good leadership, planning, organizational, and motivational skills; ability to supervise and evaluate the work of others; ability to lead change through continuous improvement initiatives. The candidate will have the responsibility to manage both projects and programs that are created to promote knowledge to the public of the businesses mission, purpose and its accomplishments. The candidate will also need to have the ability to supervise and evaluate the work of others and the ability to lead change through continuous improvement initiatives.

**ESSENTIAL DUTIES/RESPONSIBILITIES**

Will execute tradeshows and other activities to support the key marketing actions for the company

Oversee continuous programs in communications, marketing and certain projects in public relations

Be responsible for choosing venues that will assist in increasing knowledge within target audience

Develops new ideas

Regularly contributes to the development of the marketing strategy as a whole

In order to meet the expectations of the budget, will be responsible for overseeing and handling the events costs

Should be a creative and strategic individual who can communicate clearly on how they can deliver on every marketing goal

Highly motivated person that can handle working with specifics while also making sure the project is progressing at a smooth pace

Needs to have effective presentation, written and verbal skills, not only on the internal side, but on the external side as well

Oversees marketing consultants and public relations

Gives regular evaluations

**TRAINING AND QUALIFICATIONS**

5+ years experience of coordinating event planning and tradeshows; excellent organizational and managerial skills; ability to meet deadlines, be attentive of all details, can multi-task; experience with managing budges, logistical management and strategic planning, creating, managing and executing trade show projects and strategic conferences; Bachelor’s degree in Marketing. Must be able to travel up to 40% of the year. Proficient in MS Office Suite.

References:

Mochal J. and Mochal, T. *Lessons in Project Management* Retrieved on November 24, 2009 from <http://www.mariosalexandrou.com/definition/project-team.asp>

project management. Business Dectionary.com Retrieved on November 23, 2009 from BusinessDictionary.com website: <http://www.businessdictionary.com/definition/project-management.html>