

# ctconsults.

Job Description

## Strategic Projects Manager

Closing date: Friday 25th February 2022, 12noon

# Job Description: Strategic Projects Manager

Manchester based (blended home and office working)

Full Time

## Introduction

CTConsults is an industry-leading agency, bringing innovation thinking to the worlds of destination marketing and cultural tourism. We drive digital transformation in the cultural and tourism sectors by bringing together the capabilities needed to help organisations, partnerships and destinations be more visible, grow and thrive. We help clients harness the power of data and capitalise on technology to support their business objectives, create high performing customer journeys and experiences, and develop digital skills and digitally-minded behaviours and practices.

With a number of significant project wins in 2021, such as supporting partners in the West Midlands as they gear up for the Birmingham 2022 Commonwealth Games and supporting Failte Ireland, the national tourism authority in its plans to align pandemic recovery with digital transformation, we are realising our ambition to build a unique cultural-tourism digital transformation team. In recent months we have recruited successfully to several new roles - which has in turn created a need for a Strategic Projects Manager to provide a strong and reliable overview and day to day support - as the business continues to grow at pace. Find out more about our work [here](#).

If you are interested in digital transformation and applying it to the worlds of culture, destination-marketing, travel and tourism, we believe we can offer really exciting new opportunities, where you will be stretched, stimulated and rewarded, knowing that you are making a real difference to post-pandemic sector recovery, innovation and sustainability of a key industry.

## Key Purpose and Role

As Strategic Projects Manager you will work closely with the Digital Director to help us manage and evolve our digital transformation models, platforms and projects. Your work will be focussed across a range of major projects, collaborating with project teams and individual project managers and suppliers to ensure projects are delivered on time and within budget, and with transformational impacts for our clients.

You will be able to think strategically, as well as have practical knowledge of digital development and practices that are relevant for tourism and culture. You will be adept at spotting issues which have the potential to affect project deadlines and outcomes - with the knowledge and experience to address and resolve them.

You will keep a number of complex projects on track - bringing and sharing your knowledge and experience of having successfully managed and delivered your own technical projects - planning, troubleshooting, getting projects over the line with happy, well-informed clients.

Joining a growing but small team, you need to be as capable of/willing to input into the direction and delivery of projects as well as keeping them to track/budget, tasking and managing clients, suppliers and colleagues. You will be highly organised, responsive and task focused - and comfortable asking for the right inputs from the right people at the right time whoever they are.

The projects vary tremendously, so it isn't possible to be definitive about what you will be doing, but project management skills and experience are critical, including project planning, escalating issues, removing roadblocks, getting tasks signed off to time and budget. Your past experiences will mean you will already be technically competent/conversant and capable of transferring relevant skills and knowledge to our internal projects and also to our clients as they undertake digital transformation journeys with us.

You will work with our Digital Director to:

- Contribute to the overall development and delivery of our digital transformation programmes and models.
- Oversee the day to day management of all major project workstreams ensuring that our team has the skills and support needed to deliver work to meet our clients' needs within time and budget.
- Be the centre point for communicating common understanding across projects.
- Consolidate and coordinate plans, risks, issues and dependencies across projects.
- Realise skills and resources required to achieve and deliver project goals.
- Develop digital transformation strategies and roadmaps which are bespoke to our clients' needs.
- Communicate the benefits of digital transformation to partners, verbally as well as written/visual.
- Ensure clients are well-managed and informed.
- Run transformation programmes and deliver phased activities - such as integrating systems and channels; integrating analytics; optimising digital marketing and so on.
- Contribute to project delivery activities, providing knowledge and experience to ensure best practice and high performance - these activities might include:
  - Undertake consultations, run diagnostic surgeries or training events.
  - Co-produce think-pieces, toolkits, guides and manuals.
  - Support the development and activation of digital platforms and applications like websites - maybe defining specifications, drafting wireframes.
  - Host and coordinate events and meetings with key partners.
- Contribute to the development of pitches for new work.
- Play a part in promoting CTConsults as leaders in industry best practice for digital transformation in travel - such as writing and presenting case studies about our work for networking events and publications - and encouraging others to do the same.

## Person specification

We are looking for someone to take a next career step and join our digital transformation team to work on some genuinely interesting and career-making projects. We offer variety, responsibility, and really interesting clients - and we are looking for someone who will bring depth of experience to support the quality assurance/and best practice development of our growing team.

- You will have a good 5 years' experience working on major digital projects, preferably related to travel and tourism - and with at least 2 years' experience actively managing such projects.
- What really counts is that you have a demonstrable track record of success managing complex multi-partner projects, ideally over £250k.

- You will have the ability to prioritise tasks and workloads and be able to work on multiple projects concurrently.
- You will be knowledgeable, experienced and passionate about digital and its power to transform business, (ideally in tourism, travel, leisure and/or culture).
- You will be committed to leading and sharing best practice working.
- You will be proactive and solutions focussed with the ability to evaluate progress, report and suggest improvements where needed.
- You will have excellent managerial and organisational skills.
- You will have the confidence to work directly with clients, applying and sharing your knowledge of digital disciplines and committed to meeting their deadlines and needs.
- You will be a good communicator, able to communicate clearly and persuasively, helping both internal co-workers and external clients understand and do things which they may be unfamiliar with or lack confidence in.
- We imagine you will be educated to degree level, although this is not essential as your experience will count more. You will have gained professional digital qualifications and accreditations however through your work.
- You should show genuine interest in applying your talents to the cultural and tourism sectors, and be interested in understanding how digital transformation will help build successful places and cultural tourism destinations.
- This is a senior role and we expect you to be a self-starter and independent worker, thorough with high levels of attention to detail and driven by a desire to do a great job.

## Working life at CTConsults

We are a small team of big thinkers - as colleagues, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. Our portfolio of work covers cultural & tourism strategies, place branding and placemaking, and digital transformation - all with strategic and implementation focus.

In addition to our strategic work we run the award-winning website [www.creativetourist.com](http://www.creativetourist.com) and we have developed a data platform to support partnership working in aspiring cultural destinations - [www.culturehosts.co.uk](http://www.culturehosts.co.uk).

We have built a reputation for championing and developing models and programmes to help build digital capacity and capability in our sectors, and now is a great time to join us as we apply some of this thinking with our clients. [www.ctconsults.com](http://www.ctconsults.com).

## Details and How to Apply

Holidays: 23 days (plus bank holidays), increasing with service.

Hours of work: Typically Monday to Friday, 9am to 5pm based in our office in Manchester, with some scope for hybrid home-working.

Contract type: Permanent.

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