



Digital Marketing Project Manager - Websites

Department: Project Management

FLSA Status: Hourly

Work Schedule: Remote Work

Job Status: Part time, 1099

Reports To: COO

Positions Supervised: Team Members, but not directly supervising.

POSITION SUMMARY

At GreenCup Digital, the Project Manager leads the execution of WordPress website projects and supports ongoing website maintenance—but that’s not all. While websites are the primary focus, this role also supports other digital marketing services, including SEO, content creation, and social media management.

This person manages timelines, deliverables, and communication across internal teams and clients, ensuring that every project, whether a full site build or a smaller marketing initiative, is delivered on time, within scope, and aligned with client goals. Strong communication, a process-driven mindset, and a solid understanding of how websites and marketing work together are key to success in this role.

ESSENTIAL FUNCTIONS

- Lead WordPress website projects from planning through launch and post-launch support, ensuring functionality, performance, and user experience align with client goals.
- Serve as the primary point of contact for clients, internal teams, and vendors, ensuring projects are completed on time, within scope, and within budget.
- Own project documentation, including project plans, timelines, and reports; ensure information is accurate, up-to-date, and accessible.
- Execute Statements of Work and Addenda as directed, coordinating with team members to meet deliverables and client expectations.
- Schedule and facilitate client meetings and internal team reviews, ensuring alignment among stakeholders at each project phase.
- Track project hours and manage invoicing to ensure accurate billing and efficient resource use.
- Monitor project progress and proactively identify and address issues or risks that may impact timelines or scope.
- Provide feedback to internal specialists across content, design, development, and strategy to ensure quality and consistency in website builds and other digital deliverables.
- Offer high-level insights on related marketing efforts (SEO, content, social, email, PPC) to ensure alignment with the website strategy.
- Collaborate with Leadership to assign project tasks based on team skills, availability, and priorities.
- Listen for opportunities to expand client engagement by recommending GreenCup Digital services that align with evolving client needs.
- Participate in continuous improvement efforts by identifying process gaps, offering solutions, and contributing to internal documentation.

- Stay current on trends in web design, development, and digital marketing to help shape service offerings and maintain quality standards.
- Represent and uphold GreenCup Digital's Mission, Core Values, and Culture across all client and internal interactions.

POSITION QUALIFICATIONS

- Minimum of four years of project management experience in digital marketing, website development, or a related field, serving as the primary client point of contact across multiple simultaneous projects.
- Proven experience managing WordPress website builds from discovery and design through development, QA, and launch.
- Strong understanding of website functionality, user experience, and how websites support marketing strategy and lead generation.
- Solid knowledge of digital marketing channels, including SEO, content marketing, email, social media, and paid media.
- Proficiency with Google Workspace (Docs, Sheets, Drive, Calendar, etc.).
- Experience using project management tools; familiarity with Basecamp is a plus.
- Exceptional communication and organizational skills with strong attention to detail and follow-through.
- Clear and confident communicator with the ability to manage client expectations and facilitate productive conversations with cross-functional teams.
- Ability to work independently, prioritize tasks, and adapt in a fast-paced, remote environment.
- High level of professionalism, emotional intelligence, and ability to maintain confidentiality.
- Strong problem-solving skills and the initiative to find solutions proactively.
- Reliable internet connection and access to a remote work setup (laptop, camera, etc.).

Preferred

- Experience supporting or managing smaller marketing projects beyond websites is a plus.
- Background in agency or consulting environments serving small to mid-sized businesses.
- Familiarity with website accessibility standards and best practices.

I agree to assume the above listed responsibilities. I meet the essential job requirements listed, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: _____

Date: _____

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.