

# gyro:

## TRAFFIC MANAGER JOB DESCRIPTION

### SUMMARY

The Traffic Manager will be responsible for managing digital and print job schedules, balancing resources, maximizing staff utilization and ensuring all hours worked are accurately captured for reporting.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Manage and oversee the timely flow of multiple projects (digital and print) from conception through completion in the department's work queue
- Confer with key team members to develop a project plan, milestones and required tasks for each project
- Works with Creative Directors, Account Management and Production to generate the schedule for overall project completion and updates as needed, notifying all appropriate parties
- Ability to coordinate, facilitate, and manage client presentation materials and all aspects of various types of media i.e., print, digital
- Follow up to ensure project goals are being met, and provide direction and insightful solutions to issues when needed
- Provide verbal and written updates throughout the day
- Regularly communicate status of projects by means of weekly meetings, status reports, and daily updates
- Maintaining overall quality by proofing all materials prior to routing
- Obtain necessary approvals from required departments during the internal approval process
- Ensure that the fundamental traffic processes are adhered to
- Must be able to identify and suggest solutions on how to improve overall workflow efficiencies
- Influence and evangelize process improvement initiatives across multiple departments and locations
- Must be able to diplomatically enforce deadlines
- Willingness to do what it takes to see jobs through to completion and meet tight deadlines

### EDUCATION/TRAINING/EXPERIENCE

- Bachelor's degree
- Must have 2+ years of agency or project management experience
- Excellent communication skills, both written and oral
- Proficient using Excel to create ad-hoc reports
- Knowledge of standard project management tools and methodologies, including risk management, scope management, change management and project management software
- Team player
- Strong problem solving skills and detail oriented
- Previous traffic experience with advertising/marketing agency a plus but not mandatory