



Training firms for the digital economy

We're hiring!

Job description for Project Coordinator

Digital Strategy Consulting
Summer 2007

We're a small young digital training business looking for enthusiastic part-timers and freelancers to help us complete the expansion of our training programmes and strategy support for some of the UK's leading web properties. Many of us have been in web publishing for more than a decade and it's a chance for you to learn heaps about the industry as well as enjoying flexible work within a solid structure.

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To apply send your Cv and covering letter explaining why you are interested in joining us to:

JoinTheTeam@DigitalStrategyConsulting.com and feel free to include any web links or attachments.

Put 'We're hiring' in the subject field.

Digital Strategy Consulting was established in 2000 and is an equal opportunity employer.

Project Coordinator (Part-time)

Your role

Its pretty broad-based and there's scope to focus on those which you feel you have the best skills for. At the same time there are likely to be other opportunities that cannot be foreseen at this stage. The nature of this type of consultancy is that projects appear and soften in ways that you can't predict. In no particular order examples of likely projects would be...

Examples of anticipated work

Report editing

Collation of research materials

- Drawing market research data together from websites to summarise the size of different markets (eg number of users online, trends, critical issues)
- Collating notes of existing meetings to extract ideas from

Telephone research and telephone surveys, for example:

- Asking internet advertising managers to rank the issues they face daily in order of priority
- Asking French school teachers about the levels of access to internet enabled PCs in their classroom and how comfortable they are at using them

Building databases of information, eg:

- Calling all national and trade media to build a list of best contacts for internet advertising / education stories
- Using the web and tips from members of a project group to compile a list of potential funders for a project, including: database them, writing a summary of their work, listing some sample projects, noting any personal contacts we have with them
- Setting up the Access database that does this and noting contact history of when we first approached them and any key issues they raised
- Sending first letters of introduction both as email and snail mail to both groups

Coordinating meetings

- Calling members of a working group
- Finding out suitable times
- Arranging a convenient time

- Confirming they can all make it
- Writing an agenda for them and circulating papers in advance
- Maybe attending the group to note-take
- Maybe some hospitality (meet and greet) at larger meetings

Dull Routine Adminy Bits: the DRAB stuff

- Filing
- Arranging for document printing
- Copy typing from minutes of meetings
- Turning very rough minutes into English
- Keeping accurate records, arranging for backup procedures for laptop / desktop computers

Competencies (Skills, Knowledge, Experience and Attitude)

- Experience of working in a small informal organisation, marketing or the internet
- The right attitude: enthusiasm, energy, a good sense of humour and you won't take yourself too seriously
- Experience working with senior people in client organisations
- A keen attention to detail
- Excellent communications skills, with good PC skills
- A proven ability to work well without tight management
- First class knowledge of word and the other common desktop packages, and of course email and web searching
- You will have a sense of urgency in your work, and enjoy working under moderate pressure to tight deadlines
- You will be an ambassador for the organisations we are representing and our contacts with other parties will be a main communication route for our clients to present themselves.

Where and when?

DSC is a small business, there's only a few of us involved and we work from home. This role is flexible. Once you are briefed you can work from wherever you choose. There are hot desks here at the office if you need, but equally this can fit around your other work commitments. We anticipate we will need your support initially for three to six months, but potentially much longer. Whatever happens, if you're the right person we may have other opportunities to discuss with you.

About us

Digital Strategy Consulting is a marketing services company for the digital industry that has been helping companies and trade associations in succeed in online since 2000. It was set up by the founder of the Internet Advertising Bureau trade association, one of the online marketing industry's pioneers.

Digital media and marketing is all we do, and it's all our lead consultants have done for more than a decade. We're passionate about it, and through our training we have the power to change the way companies behave.

Our Digital Training Academies help people from the most senior executive to the most junior new recruit learn more about how the digital industry and the digital marketing works, and how harnessing it well can improve their business. Look out for a range of full-time, part-time and freelance roles as we continue to look for enthusiastic team players to join us to help more people get the most from the new economy.



Making sense of a digital world

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