



#### JOB DESCRIPTION:

### **Creative Traffic Manager**

#### ABOUT THE ZEST LAB:

- The Zest Lab is a fast-paced and continually evolving marketing agency, which offers a wide range of services, from strategy and ideation to production and execution. We pride ourselves on providing full-service support to some of our clients, acting as their own marketing arm.
- Our company culture is casual and welcoming. Our small, tightly knit team is full of creative, proactive, and entrepreneurial people who constantly strive to improve their own work and better the company.

#### SUMMARY:

The Zest Lab is looking for a Creative Traffic Manager to help in overseeing and managing the creative team's workload through full-circle ownership of creative traffic coordination. Reporting to the CMO, the Creative Traffic Manager's role is being the central point of contact for all project work that flows through the agency. You will work with the Creative Director, marketing/operational coordinators, and account coordinators to identify project tasks, assign resources and develop an appropriate timeline for each component of client projects. Throughout the project, you will track progress of all projects and will provide frequent communication across all areas of the agency to ensure client expectations and agency goals are met or extended. This position requires the ability to effectively manage multiple workflows, identify potential issues and effectively monitor and adjust the workloads of individuals to maintain schedules. While flexible remote work arrangements will be considered for this role, please note that you will be required to work on-site on a regular basis, particularly during your first several months on the job.

#### RESPONSIBILITIES & DUTIES:

- Coordinating and supporting the Creative Team's project needs.
- Clearly defining project scope of work, roles, deliverables, and timelines.
- Timely communication of project status, needs, obstacles, and adjustments.
- Maintaining project milestones in Monday.com (workflow tool) – intakes, open/close status, due dates, and stakeholder review.

- Productively facilitating and maintaining the creative team's capacity through data dashboards in Monday.com.
- Becoming power user on Monday.com, workflow tracking, and continual improvements.
- Handling day-to-day traffic management issues and following them through to resolution
- Providing support with media purchasing & vendor coordination as needed

#### QUALIFICATIONS & SKILLS:

- Experience in managing the implementation and support of projects and related processes/workflows
- Ability to effectively collaborate across teams and guide the work of others
- Ability to successfully manage complex projects
- Sharp problem-solving skills
- Strong organization skills
- Strong time management skills
- Outstanding communication skills
- Ability to juggle multiple tasks
- Comfortable in fast-paced environment
- Can-do, positive attitude

If interested, please email your application and cover letter to [careers@thezestlab.com](mailto:careers@thezestlab.com).