

JOB DESCRIPTION

Date: December 2011
Title: **B.A.S.S. Digital Project Manager**
Department: B.A.S.S. Digital **Status:** Non-Exempt
Location: Birmingham, AL
Reports to: B.A.S.S. Chief Digital Officer

Scope of Responsibility:

- Manage the technology development of new products for Bassmaster.com. This could include creation of a new video channel for the site, a new content package template, or a new microsite for an advertiser. Could also include social and mobile products.
- Manage and give clear direction to the outside vendors who will create new digital products for B.A.S.S.
- Work closely with internal B.A.S.S. teams such as edit, sales, marketing and tournaments, to establish clear direction for new digital products.
- Write detailed functional specifications for technical builds, covering typical user scenarios and all requirements.
- Work with syndication partners such as Yahoo/Livestand (an iPad app.) to deliver feeds of B.A.S.S. content.
- Drive strategy for future product updates and improvements on Bassmaster.com.
- Take on broader duties that enhance and grow Bassmaster.com.
- Special projects as assigned.

Essential Functions:

- Manage digital projects from creative development through launch.
- Develop detailed project schedules, and a project roadmap (mapping all current projects).
- Coordinate resources, both internal and external.
- Ensure that product development for Bassmaster.com is done efficiently and meets deadlines.
- Make sure new digital products work as planned for B.A.S.S. and its advertisers.
- Help prioritize projects coming from different parts of the company, based on audience and revenue potential.
- Provide forward thinking so that B.A.S.S. is the leader in the digital outdoors category.
- Evaluate technologies and give recommendations.
- Keep a close eye on technology advancements, and find new ways for B.A.S.S. to innovate in the outdoors category.

Qualifications:

- BS degree
- 4+ years' experience in digital media (websites, mobile products, etc.) or relevant experience
- Experience in Drupal a plus.
- Professional project management certification a plus.
- Strong knowledge of the Internet and "what is possible" to be able to suggest existing alternatives or ways to streamline projects.
- Good understanding of web analytics.
- Good understanding of digital best practices, and user experience.
- Self-starter with high level of initiative and a strong sense of ownership and urgency.
- Excellent organizational and project management skills - Ability to work on multiple projects, set priorities and meet deadlines and budgets.
- Strong communication and interpersonal skills, both verbal and written.
- Curiosity and excitement about the digital landscape.