

TECHNICAL PROJECT MANAGER

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Ferguson Digital, with offices in Fort Wayne and Indianapolis, Indiana, is a custom web marketing and software development company that is expanding its team to meet the needs of existing and new clients.

From websites, mobile apps, e-commerce applications, enterprise software, data warehouses and pipelines, to AI-powered solutions, we deliver on the needs of our clients, to support their business goals.

We are searching for an experienced Technical Project Manager to join our team and ensure the seamless execution of projects and services.

The ideal candidate for this position is organized, has high attention to detail and is process oriented. This role requires experience with web design and development best practices, SEO and content development best practices, auditing and monitoring tools as well as excellent collaboration, communication and client-facing skills.

While a bachelor's degree in a relevant field is beneficial, it is not required; proven experience is essential.

Position Overview

The Technical Project Manager plays a key role in the execution of website design and development projects, as well as managing ongoing support services, including website maintenance and SEO.

This role requires a blend of technical knowledge, project management expertise, and a deep understanding of SEO best practices.

Key Responsibilities:

- **Project Management:**
 - Define project scope, objectives, deliverables, and timelines in collaboration with clients and internal teams.
 - Develop detailed project plans and monitor progress to ensure projects are completed on time and within budget.

- Serve as the primary point of contact for clients, managing communication and expectations throughout the project lifecycle.
- Identify and mitigate potential risks or roadblocks, ensuring project success.
- **SEO Expertise:**
 - Implement and manage technical, on-page, off-page, and local SEO strategies to meet client objectives.
 - Conduct SEO audits and provide actionable insights to enhance website performance.
 - Stay updated on SEO trends, algorithms, and best practices to guide clients effectively.
- **Web Development Knowledge:**
 - Understand and communicate the pros and cons of CMS platforms, page-building tools, advanced custom fields, and custom post types.
 - Collaborate with developers to ensure technical feasibility and alignment with project goals.
 - Advocate for ADA compliance and best practices in web design and development.
- **Collaboration and Teamwork:**
 - Work closely with designers, developers, and marketing specialists to deliver high-quality results.
 - Coordinate internal resources and third parties/vendors as needed.
 - Foster a collaborative environment to ensure all team members are aligned and motivated.

Qualifications

- **Experience & Technical Skills**
 - Proven experience in project management, particularly in website design, development, and SEO.
 - Comprehensive knowledge of SEO, including technical, on-page, off-page, and local strategies.
 - Familiarity with web development principles and components such as CMS platforms (e.g., WordPress), advanced custom fields, custom post types, page-building tools and other functionalities.
 - Understanding of ADA compliance and web accessibility best practices.
- **Project Management and Communications Skills:**
 - Excellent organizational and time-management skills.
 - Strong communication and interpersonal skills.

- Ability to manage multiple projects simultaneously and adapt to changing priorities.

What We Offer

- Competitive salary and comprehensive benefits package.
- Opportunities for professional growth and development.
- A creative, collaborative and supportive work environment.
- The chance to work on diverse and exciting projects

About Ferguson Digital

Ferguson Digital is a division of The Ferguson Agency—one of the largest and fastest-growing full-service marketing agencies in Indiana. We are driven by taking care of our clients, taking care of our people, doing good work and having fun.

We offer competitive compensation and benefits packages with a casual and flexible work environment because we take business seriously, but we don't take ourselves too seriously.