Job Opportunity: Junior Digital Project Manager

As a global leader in the creation of children's fiction and an award-winning creator of children's TV and apps, story is at the heart of everything we do at Coolabi. Within the group, made up of Coolabi and Working Partners, we have the skills and the experience in-house to tell our stories, whatever the medium.

Warriors and Beast Quest are but two of the 200 book series and 2,000 titles we have created and licensed to publishers, with lifetime global sales exceeding 200 million copies. Clangers, Scream Street and Poppy Cat are just part of an award-winning roster of hit animated and live action TV shows developed and produced in house, and enjoyed the world over. And Warriors, Beast Quest and Clangers represent part of a digital slate that has been downloaded over 19 million times as apps and views of over 40m per month on YouTube.

The Coolabi Group are looking to expand their team in London by recruiting **a Junior Digital Project Manager** working into the Director of Digital to help develop and manage new and existing digital products including websites, apps and games.

The websites for our brands include clangers.com, beast-quest.com and screamstreet.com and our corporate sites across the group include coolabi.com, rightspeople.com and greenhouseliterary.com – which require simple updates within wordpress, and overseeing any redesign/tech updates through suppliers and managing domain renewals and hosting.

The Warrior Cats brand will be a big focus for this role. We have built a thriving hub at warrior-cats.com which is a website and mobile app, with over 340,000 registered users – this has an edito-rial team to look after the content and an agency that supports updates and maintenance, and new features that will be managed by this role. We also have a successful Roblox game which saw over 160million plays in the first year. This is developed and managed updated by a partner and we work closely with them to continue improving the game – and we're looking to expand our games offer-ing.

Coolabi also plans to find ways to work with existing and new partners in order to create more games and apps for our properties, and this role will support the Director of Digital in finding/work-ing with those partners (whether on a licence, co-development or work for hire basis) and managing the projects through from an idea to an ongoing successful digital brand experience.

Roles & Responsibilities

- Brief and project manage external partners and suppliers to develop new or update existing apps, games and digital products. The nature of the projects varies in size, type and format which means you'll need to be flexible and organised, understand the key objective and KPIs up front in order to ensure that the project is briefed well, and it's clear what is needed by whom and when to deliver the project on time and to the quality expected.

- Manage updates and maintenance of digital products across the company, monitor metrics and provide recommendations
- Regularly audit and update brand websites to support promotional activity and launches using CMS
- Manage domain name renewal and hosting
- Spot opportunities and proactively suggest new ideas and digital solutions for our brands
- Keep up to date with digital trends, social media activity and research relevant to our business, and share learnings and recommendations periodically with the wider team
- Attend relevant industry events and meet with new potential partners/suppliers

Key Skills and Experience Required

- Experience in managing agencies and managing development of digital products – ideally games in particular
- Excellent at building relationships with both external and internal key stakeholders
- Strong organisational skills and attention to detail
- Ability to communicate well and get things done in a proactive manner
- Experience using Powerpoint to design and give presentations
- Strong understanding of Google Analytics reporting and evaluation
- Understanding of entertainment/kids/family audience and passion for our brands
- Experience of budget planning and tracking costs effectively

Desirable Skills/Interests

- Interest in metaverse and NFTs
- Knowledge of Roblox and other gaming platforms
- Web-based CMS experience
- Knowledge of kids TV / publishing / consumer products industry or strong desire to learn

Applying for the role:

Please send CV and cover letter indicating relevant experience to naomi.dare@coolabi.com by 1st August 2022.