

## Senior Strategic Project Manager

**We're a premium digital agency that is passionate about creating digital experiences that excite and inspire.**

We are a team of 29, with an HQ in central London and satellite offices in Brighton, Cornwall and New York. We work together to craft **wow-factor brands and websites** for ambitious organisations around the world.

We're looking for someone who wants to **own client relationships from the first enquiry through to launch**, helping shape brands and websites that are amongst the best in their sector.

A key part of the role is **winning new projects from inbound enquiries**. This means quickly getting under the skin of prospective clients, understanding their ambitions and challenges, and making strategic recommendations that excite them about what we could achieve together. From there, you will shape compelling proposals, pitch ideas and build the trust required to turn conversations into successful projects.

This position is **strategic and client-facing**. Our project team is not a traditional project management function. Team members act as consultants, strategists and client leads, owning relationships with clients from the first enquiry through to the launch of their new website/brand/narrative/positioning.

Our Project Management team pitch to prospective clients, carry out research, shape brand positioning, define website strategy, generate ideas and pitch designs, guide creative direction and ultimately lead projects through to delivery.

Here's some of our recent work:

- <https://amaliproperties.com/>
- <https://seamirror.com/>
- <https://www.radley.org.uk/>
- <https://www.mainstreamrp.com/>
- <https://wavemakerglobal.com/>

We'd like the successful candidate to come into our central London office **three days per week during the first few months** so they can get to know the team and the way we work. After that, working from the office **at least two days per week** is expected, with the option to work remotely for the rest of the week. We're flexible with working hours so commuting can be made as easy as possible.

## The Role

Our client leads play a central role in shaping the projects we deliver.

You will be the **main point of contact for your clients from the moment they first enquire with The Web Kitchen**, guiding them through the process of defining their brand, shaping their website strategy and delivering a finished product that exceeds expectations.

This role combines **consultative sales, strategic thinking and hands-on project leadership**.

You will regularly:

- consult with clients about their business goals and positioning
- develop ideas and recommendations for their brand and website
- pitch proposals and win new projects from inbound enquiries
- conduct research and discovery through client interviews and market research, and present findings to client to set the strategic direction of the project
- work closely with designers to shape creative direction and ensure the designs fulfil the client and strategic objectives of the project
- present design concepts and explain the strategic rationale
- guide projects through design and build phases
- manage expectations and keep projects moving forward efficiently
- at website launch, brief our client success team and hand over the project so they can optimise and maintain the site on an ongoing basis.

We don't have a dedicated sales team, so our Project Management team **play a key role in winning new work from inbound enquiries** and helping convert conversations into successful projects.

The role involves a **high degree of autonomy**. You will be trusted to think strategically, make recommendations and take ownership of your projects rather than simply coordinating the work of others.

## How You Work

You bring **energy, curiosity and enthusiasm** to your work.

From the first conversation with a prospective client through to launch, you create excitement around what we're building together. Your enthusiasm should be evident in pitches, proposals, design presentations and project conversations.

Remuneration for this role includes commission for winning and delivering projects, so you should feel motivated by the opportunity to **win new business and produce exceptional work for clients.**

Clients should feel that you are **deeply invested in their success**, and that energy should carry through the entire lifecycle of a project.

You naturally look for opportunities to **improve workflows and processes**, sharing tips with colleagues for working smarter. You are also comfortable experimenting with **new tools and technologies, including AI**, where they can improve efficiency, insight or the way we work.

## Responsibilities

You will sit within the 6 person Project Management team and your main responsibilities will include:

- Leading conversations with new inbound enquiries, nurturing those relationships, pulling together proposals and pitching to win work
- Working towards individual and team sales targets
- Bringing enthusiasm and momentum to client relationships throughout projects
- Acting as the primary point of contact for your clients
- Advising clients on strategy, opportunities, challenges and solutions
- Developing strategy and research documents, project plans, sitemaps, product roadmaps and more
- Working closely with designers to shape creative ideas and direction
- Presenting brand and website designs to clients in a clear and compelling way
- Planning projects from early strategy through to final launch
- Collaborating with our development team to bring projects to life
- Managing timelines, scope and communication throughout delivery
- Keeping clients and internal stakeholders informed throughout the project lifecycle
- Identifying opportunities to improve internal workflows and project processes
- Leveraging AI and emerging tools where useful to improve efficiency or insight

## Who This Role Suits

This role suits someone who enjoys **thinking deeply about brands, design and digital experiences**, and who takes pride in helping clients make better strategic decisions.

You should enjoy **consulting with clients, pitching ideas and leading conversations**, rather than simply coordinating tasks internally.

The role will not suit someone who prefers pure project management with a focus on timelines and task tracking.

We're looking for someone who:

- enjoys building strong relationships with clients
- brings **energy and enthusiasm** to conversations and presentations
- gets a buzz from presenting ideas and recommendations
- loves shaping strategy as well as delivering projects
- is comfortable speaking with senior leaders
- takes initiative and works effectively with a **high degree of autonomy**
- is curious and open to experimenting with new tools and technologies, including AI
- is motivated by **winning projects and achieving sales targets**

We'd also love you to bring your own strengths to the role — whether that's a passion for **brand strategy, copywriting, storytelling or digital experience design**.

## Requirements

- Experience delivering website or digital projects from start to finish
- Excellent communication and presentation skills
- Confidence working directly with senior client stakeholders
- Ability to think strategically about brands and digital experiences
- Experience presenting work or pitching ideas to clients

## Working at The Web Kitchen

The Web Kitchen is a friendly and flexible place to work where we care deeply about the quality of the work we produce and the culture of the team we build.

Benefits include:

- Fantastic clients and projects you'll be proud to show
- A fun and collaborative team environment
- A culture focused on creativity and pushing boundaries
- Flexible working hours
- Remote working up to 3 days per week
- The option to work overseas for periods or take unpaid leave
- 27 days holiday per year plus bank holidays
- An additional day's holiday for every 3 years of service
- Annual team away days including overnight trips (past trips include Valencia, Amsterdam, Bristol and Brighton)
- Competitive salary based on experience
- Generous employer pension contributions, based on 6% of your salary
- Cycle-to-work scheme

- Free coffee and beer in the office
- Regular team socials

## Making a Positive Impact

We're also conscious of our impact on the world.

- We are a **climate positive business** through our tree planting scheme with Ecologi <https://ecologi.com/thewebkitchen>
- We donate **2% of new project revenue** to feed hungry children through our partnership with Mary's Meals. We have donated over £140k directly to charity since 2020. <https://www.marysmeals.org.uk/>

## Applying

Personality and attitude are a big factor in making this role a success.

Prospective clients need to **trust and warm to you quickly**, and you should be comfortable handling pressure and occasionally having difficult conversations when needed.

If you're interested, please email us:

- Describe a time when you helped win a project or significantly influenced an organisation's strategic direction. What was the situation, what did you do, and what was the outcome?

Please also attach your CV and links to any relevant past work.

 [careers@thewebkitchen.co.uk](mailto:careers@thewebkitchen.co.uk)

**OTE:** £55k – £70k depending on experience and seniority

**Location:** Central London