

## Strategic Project Director Job Description

**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..

This will become a **player-coach role**, combining leadership of the team with winning new business and leading the delivery of some of the most exciting and strategically important projects in the business.

Our Project Management 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 launch. They 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.

As Strategic Project Director, your role is to lead the team in winning and managing projects, personally leading some of our most ambitious and complex projects. Reporting to the Managing Director, this role is part of our senior leadership team, and operates at a key intersection between senior leadership and the project team that you oversee.

The role requires someone who brings energy, clarity of thought and a strong sense of ownership - someone who enjoys helping others perform at their best while also delivering exceptional client work themselves.

### The Role

The role has three core dimensions.

The first is **winning new work**.

You will play a central role in turning inbound enquiries into successful projects. This involves quickly understanding the client's business, identifying the strategic opportunity, shaping a compelling approach and presenting it in a way that excites the client about what we could achieve together.

You will do this yourself on key opportunities, while also supporting members of the team in preparing for pitches, refining proposals and developing their ability to win work.

As part of the role you will also be expected to understand and shape our position within the marketplace, ensuring our positioning and offering retains a competitive edge over our competitors.

The second dimension is **leading and supporting the team**.

You will ensure that every member of the 6 person team has the tools, knowledge, confidence and support to win and deliver outstanding projects. This means coaching and mentoring individuals, helping the team develop strategic thinking, pitching skills and client relationships.

The third dimension is **leading major projects yourself**.

You will personally lead some of the most complex and strategically important projects in the business - working directly with senior client stakeholders, shaping strategy, guiding the creative direction and ensuring projects are delivered to the highest standard.

This role therefore requires someone who is equally comfortable **winning work, leading people, shaping ideas and delivering exceptional client projects**.

## Leadership Responsibilities

As the leader of the team, your role will include:

- Ensuring the team has the skills, confidence and support needed to win and deliver excellent projects
- Coaching and mentoring team members to help them develop their strategic thinking, client leadership and pitching ability
- Supporting team members with proposals, pitches and challenging client conversations where needed, helping to move new business opportunities through the sales funnel efficiently and successfully
- Supporting the team in navigating complex or challenging project situations when they arise

- Contributing to the positive, collaborative culture at The Web Kitchen so that people feel motivated, supported and proud of the work they deliver
- Ensuring the team has manageable workloads while maintaining the momentum required for the business to grow
- Identifying opportunities to improve workflows, processes and internal tools that help the team perform at a high level
- Helping refine how we present our work, pitch ideas and communicate value to clients
- Leading team meetings that maintain momentum, share best practice and keep energy high
- Supporting recruitment and onboarding of new team members when the team grows
- Working closely with the Managing Director on decisions relating to pricing, positioning and how we approach new opportunities
- Ensuring that the projects we deliver continue to set a high bar for quality and strategic thinking

## Project Leadership Responsibilities

Alongside leading the team, you will also personally lead major projects.

This will include:

- Acting as the senior strategic lead on key brand and website projects
- Leading client relationships and guiding senior stakeholders through complex decisions
- Shaping brand positioning and website strategy in collaboration with clients and designers

- Leading presentations of strategy, concepts and design work, and gathering and exploring feedback with clients
- Guiding projects through design and build phases to ensure they meet the highest creative and strategic standards

## How We Work

Our team operates with a **high degree of autonomy and ownership**.

We are not a traditional project management team that simply coordinates tasks between designers and developers. Instead, our team members act as consultants and strategic client leads, helping shape the work as well as deliver it.

We are looking for someone who thrives in that kind of environment - someone who enjoys thinking deeply about brands, digital experiences and client challenges, and who takes pride in helping both clients and colleagues achieve outstanding results.

Energy and enthusiasm matter. The person in this role should bring a sense of excitement to projects and help maintain that momentum across the team.

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**.

## What We're Looking For

We're looking for someone who:

- enjoys helping others perform at their best
- brings energy and enthusiasm to both client work and team leadership
- is comfortable coaching others and giving constructive feedback
- thinks strategically about brands, websites and digital experiences
- is confident presenting ideas and recommendations to senior leaders
- enjoys winning work and helping others succeed in doing the same
- is capable of managing complex projects with a high degree of autonomy
- takes ownership of problems and works proactively to solve them
- is motivated to help win new business and support the team to hit monthly targets

## Experience

You should have:

- significant experience delivering website or digital projects within an agency environment
- experience leading projects involving brand strategy and website design
- a strong track record of building trusted relationships with clients
- experience pitching ideas and winning new work
- the ability to mentor and support other team members

## 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

If you're interested, please email us:

- Describe a time when you helped win a project or significantly influenced a client'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:** £70k-£85k depending on experience and seniority

**Location:** Central London