

Qualities of a Great Traffic Manager

By Dawn Travelstead

A Traffic Manager is responsible for efficiently and effectively managing jobs inside an agency. In addition, he/she works to improve internal communication and ensure consistency across all agency projects through the careful monitoring of project workflow. This requires physical movement throughout the agency, making certain that the individuals assigned to specific tasks are executing them according to schedule and that all necessary sign-offs are secured.

The Traffic Manager also evolves the agency's traffic system to meet its ever-changing needs by proactively seeking new processes that allow it to be as effective as possible. As the agency's work volume increases, the Traffic Manager aids management in evaluating its ability to absorb additional business from creative, production and account service standpoints.

In order to successfully manage an agency's workflow, a great Traffic Manager must possess strong managerial skills in addition to a broad skill set and knowledge base of:

1. Various agency disciplines
2. Clients and their businesses
3. External resources of the agency

Strong written and verbal communication skills are also key qualities of a great Traffic Manager. He/she must be able to communicate effectively and persistently without becoming a distraction to others within the agency. While a job must continually move forward, it must not do so at the expense of other projects.

Because traffic involves so many different elements – from job specs to budget monitoring – a great Traffic Manager must be highly organized and have a keen eye for detail. This involves keeping track of job jacket materials (e.g. disks, samples, etc.) as well as proofreading the materials being routed.

In addition to being able to carefully manage job information, a great Traffic Manager must be able to establish a strong working relationship with other agency employees. Trustworthiness and the ability to gain the respect of peers are very important. A great Traffic Manager remains impartial to people issues while maintaining focus on work outcome.

Lastly, and most importantly, a great Traffic manager must be able to act positively and efficiently under pressure. Jobs often move through an agency in a matter of hours, not days. It's the Traffic Manager who's ultimately responsible for keeping work tightly prioritized and moving forward.

A traffic system is only as efficient as the employee managing it. If a Traffic Manger is haphazard in the work he/she does, and becomes more of a distraction to others than an asset, the system will not serve its true purpose – to efficiently manage agency workflow.

© 2004 by Developware, Inc. and may not be reproduced or distributed without written permission.

Developware • Bakery Square, 120 Webster St. • Louisville, Ky. 40206
1.877.280.2392 • 502.561.2460 fax • developware.com