ITC Grant Administration vs. Grant Project Management Overview

The key distinction is simple:

- If you are asking, "Are we working on the grant to reconcile funds, ensure compliance, and report correctly?" → Grant Administration
- If you are asking, "Are we working on the marketing plan, campaign, or project deliverables?" → Grant Project Management

Another way to frame it:

- Grant Administration = Managing the money (reconciliation, compliance, reporting)
- Grant Project Management = Managing the work (marketing plans, campaigns, deliverables, outcomes)

The simplest way to remember the distinction: grant administration owns the money trail, and grant project management owns the work trail.

Area	Grant Administration Compliance & Finance	Grant Project Management Work & Outcomes
Core question asked		
Primary focus	"Are we spending this *correctly*?"	"Are we *getting the work done*?"
Financial		
Budget tracking	Monitors spending vs. approved budget lines; flags disallowed costs	Uses budget as a tool to execute the marketing plan and deliver project outcomes
Financial reporting	Prepares grant financial reports; manages draw downs and reimbursements	Provides activity updates tied to marketing efforts and campaign performance
Cost allocation	Allocates costs across budget categories per program rules	Not typically involved
Compliance & Documentation		
Program Rules	Interprets and applies program guidelines; maintains audit trails	Aware of guidelines but focused on programmatic compliance
Reporting	Submits financial and narrative reports; tracks submission deadlines	Reports on what work was completed (e.g., marketing campaigns, tourism outcomes)
Audits	Coordinates audit responses; produces documentation	Not typically involved
People & Partnerships		
Partnerships and Contracts	Issues and monitors agreements for program compliance	Manages partner relationships and deliverable expectations
Staff	Ensures time is correctly charged to the grant	Supervises and directs staff carrying out project activities
Lifecycle		

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Award setup	Manages grant accounts; sets up financial systems	Develops work plans, timelines, and activity schedules
Closeout	Reconciles final expenditures; archives records; Prepares and manages audit	Confirms all marketing activities and deliverables are completed
Accountability		
Answerable to	The **funder** - stewardship of the award	The **community/beneficiaries** - impact of the work

GRANT ADMINISTRATION TASKS

Common tasks the ITC Grant Admin would handle:

Focus: Are you working on the grant to reconcile funds and ensure compliance?

- **Tracking grant expenditures against approved budgets**
- **Reconciling funds and verifying allowable costs**
- **Processing reimbursements and draw-down requests**
- **Preparing and submitting financial reports**
- **Maintaining audit-ready documentation**
- **Ensuring compliance with grant rules and requirements**
- **Managing procurement compliance and subawards**
- **Reconciling final expenditures and closing out the grant**

GRANT PROJECT MANAGER TASKS

Common tasks a grant project manager would handle:

Focus: Are you working on the marketing plan and delivering the project?

- **Developing and executing marketing plans and campaigns**
- **Coordinating tourism promotions, events, and outreach**
- **Managing partners, vendors, and stakeholders**
- **Overseeing timelines and deliverables**
- **Supporting content creation and campaign launches**
- **Tracking performance of marketing efforts**
- **Adjusting strategy to meet tourism and economic goals**

If you're unsure which role applies, ask yourself:

- Am I working on reconciling the grant funds? → Administration
- Or am I working on the marketing plan and executing the project? → Project Management