**Digital Marketing Account Manager**

The digital marketing firm, Brandography, is seeking an in-house, full-time account manager. This position will focus on building strong client relationships and providing a fabulous client experience while closely collaborating with our digital marketing teams. A strong emphasis on developing and driving client strategy along with expanding the marketing vision and opportunities for clients are primary functions of this position.

While establishing client partnerships, this position will play an integral role on our team in providing digital marketing solutions and creating effective strategies encompassing Brandography’s comprehensive digital marketing services including auditing, branding and identity, website design and development, content development, SEO, paid advertising, and more.

Applicants must include a professionally written cover letter and resume to be considered.

**Responsibilities include:**

* **Business Development**
  + Working within the sales function by attending new business meetings and providing needs assessment
  + Expanding the scope of services provided to clients through identifying new marketing strategies, approaches, and untouched opportunities
  + Coordinating with department heads to create new project scopes, timeline estimates, investment quotes, and proposals
  + Identifying and following up on ongoing opportunities with existing clients
  + Providing regular follow-ups to maintain contact with pending business
* **Client Relationships**
  + Representing Brandography in a positive, professional, and capable manner
  + Gaining a clear understanding of client needs and clearly communicating client expectations to team members
  + Leading account status meetings and support interdepartmental coordination of shared projects
  + Conducting regular meetings with existing clients providing marketing performance results and new campaign strategies while educating clients on relevant company services and new marketing opportunities
* **Project Facilitator**
  + Continually tracking project progress and proactively communicating status to clients while setting appropriate client expectations and circumventing issues as they arise with effective problem-solving skills
  + Monitoring scope creep and need for project change orders
  + Identifying and coordinating next steps for ongoing services
* **Internal Teamwork**
  + Facilitating new project/account kick-offs with relevant department heads and ensuring all approved services are executed in a timely manner and adhere to project scope
  + Gathering, organizing, and sharing needed client information and collateral with relevant team members
  + Collaborating with invoicing team to ensure accurate and timely invoices
  + Staying current with ever changing trends in digital marketing

**Preferred candidates will possess:**

* Excitement for digital marketing sales
* Steadfast commitment to providing clients with an excellent customer experience
* Established account management experience
* Understanding/hands-on experience with digital marketing
* Excellent problem solving and organizational skills
* Professional written and verbal presentation/communication and interpersonal skills
* Engagement skills to lead/participate customer meetings
* Experience in developing marketing strategy as well as setting up, monitoring, and managing marketing campaigns
* Ability to review, conduct, and report on marketing data analysis and present fresh strategies and new approaches
* A basic understanding of WordPress and website platforms

**Candidate qualifications:**

* 3+ years of experience in digital marketing account management
* 3+ years in developing digital marketing campaign strategy along with execution and monitoring of digital marketing campaigns
* A degree in marketing/advertising or equivalent experience
* Quality assurance experience heavily preferred

**This describes you:**

* You are team-oriented and always willing to take on whatever is needed for the team to succeed. Our team is supportive.
* You have an ability to address issues that arise with a positive and solution-oriented mindset, we’re in the business of solving problems. Our team is constructive.
* At Brandography we believe that drama precludes great customer service, so we prefer to constrain our drama to reality TV, where it belongs. Our team is nondramatic.
* You are actively growing in your career and life and are excited to join a team of pros who are doing the same. Our team is driven.
* You say what you mean and mean what you say. Avoiding drama requires us to be open and honest. Our team is genuine.
* You love to stay up to date in a constantly changing industry and frequently recommend new areas of growth and opportunity. Our team is forward-thinking.
* You have exceptional written and verbal communication skills.
* You have a deep understanding of current digital marketing practices and are familiar with the elements required for success.
* You can manage multiple projects and priorities at once.
* You have an excellent understanding of Google Suite, Analytics, and Dropbox
* You possess:
  + The ability to relate to a wide range of people
  + Skill in solving problems as they arise
  + Good organizational skills
  + The ability to work efficiently and adhere to deadlines
  + An excellent understanding of client care
  + Strong interpersonal skills