



Digital Marketing - Account Manager

The digital marketing firm, Brandography, is seeking an in-house (applicable outside of COVID-19), full-time account manager. This position will focus on building strong client relationships and providing a fabulous customer experience while closely collaborating with our digital marketing teams. This position will be highly focused on driving client strategy.

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

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

Responsibilities include:

- Representing Brandography in a positive, professional, and capable manner
- Supporting the sales function by attending new business meetings and providing needs assessment
- Coordinating with department heads to determine new project scopes and time estimates
- Creating project scope and timeline
- Providing regular follow-ups to maintain contact with pending business
- 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
- Identifying scope creep and need for project change orders
- Gathering, organizing, and sharing needed client information and collateral with relevant team members
- Gaining a clear understanding of client needs and clearly communicating client expectations to team members
- 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
- Leading account status meetings and support interdepartmental coordination of shared projects
- Coordinating project launch scheduling and next steps for ongoing services
- Collaborating with invoicing team to ensure accurate and timely invoices
- Conducting regular meetings with existing clients providing marketing performance results and new campaign strategies while educating clients on relevant company services

- Identifying and following up on continued opportunities with existing clients
- Staying current with everchanging 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 execute your job responsibilities with **Extreme Ownership**. We provide our customers with exceptional services and treat their business as our own.
- You are **Solution Oriented**. Our team provides pragmatic solutions to fulfil the needs of the client within constraints.
- You are **Nondramatic**. We are open to direct and constructive feedback, but when it comes to drama, "We just don't."
- You are **Hard Working**. We strive to be the hardest working member of our client's team. Our clients will wish all their employees were like you.
- You are **Forward-Thinking**. Our team is not surprised by tomorrow and are continually seeking Mastery of their Discipline.'