

## Job Description

### **Digital Marketing Account Manager**

**Job Title:** Digital Marketing Account Manager

**Location:** Gateshead, although remote working is still in place

**Reporting to:** Head of Online Marketing

**Salary:** Negotiable, plus pension and benefits package

**Closing date:** 23 April, 2021

#### **About the job:**

We're looking for an experienced, ambitious and enthusiastic Digital Marketing Account Manager to join our Online Marketing Team. You'll manage a variety of client accounts and deliver growth-focused digital marketing campaigns ranging from paid search/social, SEO and CRO.

#### **Experience:**

You'll have experience of planning and delivering high quality digital marketing campaigns across a variety of channels to help clients meet their objectives.

Results-focused, you'll be methodical and able to use a range of digital marketing tactics to their potential. You'll use these skills to identify key opportunities and deliver results for clients across various sectors.

If you're a highly motivated and ambitious team player, looking for your next career move, this could be the perfect role for you. You'll be a capable account manager, a strong communicator and you'll build great relationships with colleagues and earn a high degree of trust from your clients.

#### **Key responsibilities:**

- Manage client relationships and accounts
- Ensure all client accounts meet best practice
- Have a strong understanding of lead-generation focused marketing tactics – including PPC, SEO, CRO.
- Develop and implement digital marketing strategies for clients – ranging from paid social/search, SEO and CRO
- Demonstrate growth and digital strategy for clients as well as being commercially aware
- Monitor and understand your clients' budgets and targets
- Provide strategic monthly reporting
- Effectively manage your workload
- Be competent in all relevant tools such as Google Analytics, Google Ads, Bing Ads, SEMrush

- Mentor and guide junior members of the team

#### **About you:**

- This role is perfect if you're looking to take a step up in your digital marketing career.
- You'll have experience in delivering high-growth digital marketing strategies.
- Creative and innovative: You will be able to compose creative ways to develop our online marketing offer.
- Natural problem solver and decision maker: The ability to look at any client challenges and suggest solutions to the client.
- Results-driven: You understand the importance of showing ROI and knows what it takes to help clients achieve their targets.
- Communication: You'll have the ability to build fantastic relationships across the business and with clients.
- Strategic: You'll think carefully about the tactics and strategies you could use to develop client campaigns.
- Proactive: You'll have the ability to manage your own time and work to deadlines.
- Collaborative: You'll want to work as part of a talented team, collaborating and sharing ideas .
- An eye for detail: You'll develop and manage the implementation of campaign plans, ensuring campaigns perform effectively and client objectives are met

#### **About us:**

r//evolution delivers highly effective, growth focused services for our diverse clients. We're friendly, dynamic and ambitious with a client-centric ethos.

Our offices are in Gateshead, Tyne & Wear and Spinningfields, Manchester. We're currently working remotely but plan to blend home & office working once lockdown rules allow. You may also visit clients as you plan, deliver and report on your work.

As a growing team, with a reputation for delivering great results, there are exciting opportunities to progress within the business.

#### **We are offering the following benefits to the right candidate:**

- A competitive salary
- The opportunity to progress within r//evolution's structure
- A Personal Development Plan and 121 coaching
- 20 days holidays (plus 3 discretionary days over the Christmas period)
- A positive, supportive, results focused working environment
- A varied role, with the ability to mould our online marketing service offer
- Pension
- Blended home & office working
- Health Insurance

- CPD time allocation

If this sounds like the perfect role for you, please submit your CV to [chris@r-evolution.co.uk](mailto:chris@r-evolution.co.uk), together with a cover letter explaining why you believe you're the person we're looking for.