

## Account Manager – Paid Media Agency

**DIVISION/TEAM:** Client Services

**REPORTING TO:** Head of Client Services / MD

**DIRECT REPORTS:** N/A

**SALARY:** Competitive

### **JOB PURPOSE:**

As the successful Account Manager you'll be responsible for the growth and development of existing key client relationships, delivering the agreed strategy required to meet clearly defined KPI's and objectives.

Being the first port of call for your clients, you will be the face of our agency, demonstrating knowledge, creativity, assurance to your clients. Working closely with the paid media delivery teams, you will need to display a deep understanding of your client's business, whilst demonstrating care and ownership of the clients activity and budgets.

Key elements of the role include

- Establishing, maintaining, and growing key paid media client relationships.
- Working knowledge of Paid Search (priority) and Paid Social campaign tactics and builds to direct client conversations and KPIs, working with Paid Media team
- Assisting clients in establishing their strategy and where our agency can support.
- Identify upselling/ Cross selling opportunities within the clients
- Defining our objectives for each client, ensuring synchronise with the client's objectives.
- Ensuring client in month performance KPI's are met while working towards the long-term goals
- Managing monthly budgets and upcoming forecasts, including month end finance reporting.
- Working alongside the paid media team to ensure social and search campaigns are built and optimised on an ongoing basis with clients KPI in mind
- Weekly calls/meetings and daily ad hoc tasks with Senior Clients.
- Monthly / quarterly strategy meetings – delivered with the Paid Media Leads
- Basic Data analysis to discuss onward performance.
- Briefing in tech and creative agencies.

- Working as part of a team - supporting all team members with client liaison and client relationships where required – such as holidays.

## **YOU WILL:**

- Have at least 2 years' experience working within a UK based digital marketing / digital account management role
- Experience working across multiple accounts with varying budgets. Knowledge of growing start-ups and SME clients would be ideal.
- Experience discussing paid media budgets and optimisation tactics
- Experience of growing full funnel paid media campaigns
- Google Ad's Search Certification
- Possess a strong and professional communication (both verbal and written) and an ability to exchange information with others clearly and concisely.
- Knowledge across Google, Bing, Pinterest , Facebook Ads and Display advertising. LinkedIn, & TikTok advantageous but not required
- Able to manage multiple accounts with strict deadlines.
- Deliver excellent service and advice to our clients.
- Proficient in Microsoft with a particular focus on Excel

## **WHY JOIN THE TEAM?**

We are a super passionate performance marketing and affiliate management agency. We apply a combination of media buying and data management skills to deliver user acquisition campaigns at scales across a range of market sectors. We specialise establishing clear pathways to campaign growth and working with our clients to achieve ultimate success through building strong relationships.

Benefits include;

- Generous Holiday Allowance
- Generous Salary/ Bonus scheme
- Company Pension Scheme
- Personal development opportunity
- Birthday Day Off (additional)
- Company laptop
- Office Socials / Nights out
- Team Activities
- Office Gym
- Hybrid working 2 days a week in the office