

# Marketing Account Manager



**Type:** Full-time

**Location:** Meadville Office, On-Site

**Description:** The role of the Marketing Account Manager at Bull Moose Marketing is to ensure that all needs, deliverables, and deadlines outlined within the scope of work are met for each assigned client account. The Account Manager assists in the development and overall implementation of strategies for small to medium-size businesses and organizations in varied industry segments across the country. An Account Manager works with functional account teams comprised of full-time employees and independent contractors to ensure work deadlines are met and that work meets quality standards. The Account Manager interacts directly with clients through consistent, proactive communication and by delivering diligent customer service.

Account Managers will be challenged to continually evolve their understanding of our core services, to include, but not limited to, brand development, website development, search engine optimization, social media marketing, content marketing, paid advertising, public relations, analytics reporting, and various marketing technologies. They should also become familiar with specific industry segments for enterprise-level clients.

If you are organized and like to see conceptual ideas come to life, enjoy the beauty of structured processes, and smile from ear to ear when you finish a project, then you will enjoy this position.

**Beyond technical skill, the top things we look for in our team members are:**

- People smarts
- Emotional intelligence
- Solution creators
- Ability to “think on your feet”
- Forever curious
- Self-starter mentality
- Humility

**As a Marketing Account Manager, you will:**

- Understand and enforce the company’s operational processes related to client management
- Be responsible for providing deliverables according to milestone deadlines and quality standards
- Set up and manage client projects weekly using the company’s software tools
- Learn, practice and put into action customized marketing strategies
- Coordinate and participate in client kickoff and Discovery meetings as part of an account team
- Provide input and manage the successful delivery of client strategy briefings
- Oversee the onboarding process for new client accounts
- Orchestrate the execution of marketing campaigns
- Manage and coordinate the successful delivery of client websites and development projects
- Collaborate with content teams on the delivery of various forms of marketing content
- Provide monthly performance reports and offer insights to clients based on data sets
- Assist in managing day-to-day client relationships through conference calls and presentations
- Manage and refocus client expectations to align with scopes of work

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- Relay client feedback to internal account teams
- Work with sales to manage the renewal of contracts for client engagements
- Assist the sales team as directed in exploratory calls and meetings with potential clients

## **Skills and experience that give you the edge:**

- BS/BA in Marketing, Journalism, Business, Communications, Public Relations, or a related field
- Marketing agency experience working with teams and managing multiple clients a plus
- Experience in successfully managing multifaceted projects and teams or project management training
- Familiar with various marketing automation platforms and sales CRM software platforms
- Experience developing and analyzing reports to create and redirect digital marketing strategies
- Basic understanding of various marketing tactical applications such as social media, content, and SEM
- Marketing-related certifications through Google, HubSpot, MOZ, etc.
- Demonstrated ability to effectively communicate in oral and written forms

To apply go to our Careers page <https://bullmoosemarketing.com/careers/> and complete the online application.

For questions contact us at:

- Phone 814-573-9028
- Email: Ron Mattocks at [rmattocks@bullmoosemarketing.com](mailto:rmattocks@bullmoosemarketing.com)

Bull Moose Progressive Marketing is an equal opportunity employer. We offer competitive compensation, on-the-job training, healthcare benefits, paid vacation, and performance bonuses for full-time employees.

Founded in 2017 in Meadville, PA, [Bull Moose Marketing](#) offers strategies and services to both regional and national clients.