

Marketing Account Manager

Type: Full-time

Location: Meadville Office, On-Site / Remote

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 Manager 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.

In short, as an Account Manager, you are the team quarterback for assigned accounts. You are the focal point, and *you are responsible for everything that happens or fails to happen* in managing an account.

Values and Traits to demonstrate in your role:

- **Communication:** Clarity, alignment, and purpose (CAP) - does everyone involved have it?
- **Quality:** The standard is what's allowed to happen, not what's supposed to happen. Inspect what you expect.
- **Innovation:** Are you checking the box or out of the box?
- **Flexibility:** Improvise, adapt, and overcome; the worst thing is to do nothing.
- **Judgment:** A good plan executed now is better than a perfect plan executed too late. Think it through; don't overthink it.
- **Initiative:** A wet noodle can't be pushed; it's got to be pulled if you want to move forward.

As a Marketing Account Manager, you are responsible for, but not limited to:

Account Management Task

- 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 & manage client projects weekly using the company's software tools (Harvest, Chuck, etc.)
- Oversee the onboarding process for new client accounts in conjunction with the sales team
- Coordinate and participate in client kickoff and discovery meetings as part of an account team
- Oversee the development and delivery of client Square Deal strategies
- Assist in managing day-to-day client relationships through conference calls and presentations
- Relay client feedback to internal account teams
- Manage and refocus client expectations to align with scopes of work

Marketing Account Manager

- 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

Account Execution

- Learn, practice & put into action custom marketing strategies with internal teams & contractors
- Advise content team on topics and review creative briefs for client content in various forms
- Collaborate with content teams on the delivery of various forms of marketing content
- Drive consistent, relevant traffic and leads through appropriate content distribution channels
- Provide monthly performance reports and offer insights to clients based on data sets
- Mapping out campaign workflow plans with the help of flowcharts
- Build out marketing campaigns across a variety of marketing automation platforms as needed
- Follow and refine analytic procedures and reporting standards
- Advise on set up of relevant KPI dashboards
- Review analytics and make specific recommendations based on analysis of performance
- Advise setup targeted ad campaigns on client's paid media channels (social media, PPC, etc.)
- Manage and coordinate the successful delivery of client websites and other projects as needed

Marketing Technology Skills & Knowledge

- Keep current on new developments with various marketing technologies
- Analyze client's current marketing automation and web properties and provide recommendations as part of Square Deal Strategy engagements
- Advise on the configuration client's marketing automation and CRM platforms as needed
- Ensure marketing automation platforms and tactics conform to relevant compliance standards and regulations (i.e. CAN-SPAM, GDPR, etc.)
- Ensure consistent, positive user experience with marketing automation tools across devices (PC, tablet, mobile) and browsers (Chrome, Edge, Safari, etc.)
- Setup, test, and QA lead capture tools (i.e. forms, chatbots, landing pages, emails, CTA's etc.).
- Setup, test, QA and send sequence emails or pre-scheduled emails as necessary
- Upload lead and prospect databases into marketing automation and CRM platforms
- Segment and analyze prospect database in the client's CRM and marketing automation tools

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
- 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 tactical applications such as social media, content, and SEM
- Marketing-related certifications through Google, HubSpot, MOZ, etc.