



Senior Marketing Account Manager

Type: Full Time / Salary — Onsite (Northwest PA) / Remote (Northeast US)

Description: As part of the leadership team, you'll play a key role in helping Bull Moose Marketing execute omni-channel marketing strategies for a portfolio of clients in B2B & B2C industries. Reporting to the VP of Client Strategy Development, you'll work together to manage the agency's key accounts as the key point of contact responsible for developing and implementing effective strategies for your assigned portfolio. In this role you will also provide leadership and supervision to other members of the account management team.

As the Senior Account Manager, you will be challenged to progressively improve and manage all aspects of your client's marketing strategy which may include:

- Website UX input
- Content development
- Lead generation & sales email marketing
- Search engine marketing
- Email marketing and newsletters
- Social media & PR
- Influencer marketing
- Digital advertising campaigns
- Marketing automation tools (HubSpot, MailChimp, etc.)
- Multi-channel analytics reporting
- Brand strategy

In short, as the Senior Account Manager, you are the marketing quarterback for assigned accounts and members of the accounts team. You are the focal point, responsible for guiding clients and the Bull Moose team to success.

Key Responsibilities:

- Work with the VP of Business Development scope new engagements with potential clients & assist with onboarding new clients
- Work with the VP of Strategy to develop and implement new strategies while managing and consulting with current accounts



- Work with the Director of Operations to ensure adherence to the agency's operating systems and policies
- Work with the Content Production Manager to ensure resource availability and allocation for creative talent, dictating timelines per the agency's standard operating procedures for content development
- Work with the Content Production Manager to develop a detailed project plan against creative briefs, track progress, manage timelines, costs, and changes in scope or scope creep
- Provide leadership to the accounts team through solutions, direction, and purpose
- Manage changes in project or account scope, schedule, and costs
- Maintain high standards and ensure only the best work is released to clients
- Work with contractors when required on specific projects
- Deliver proactive communication on reporting and campaign progress with your assigned portfolio of clients
- Be responsible for planning ahead for all marketing initiatives using the campaign planner tool and marketing calendar, creating tasks in project management tools with all necessary details to loop in all team members necessary to drive initiatives forward
- Tracking time and managing account resources based on the services engagement with assigned clients

Key Skills and Qualifications

- Previous experience in an agency or similar setting
- Three to five years experience managing and supervising teams
- At least five years of direct tactical marketing experience with those aspects of a client's marketing strategy listed above
- Proficiency using marketing automation and CRM tools
- Understanding of marketing performance through data reporting

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: Improve, 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.

Bull Moose Marketing offers a competitive salary, remote flexibility, a performance bonus, training, and paid vacation as well as full medical and dental benefits for employees. For additional questions and a detailed job description, contact Ron Mattocks at rmattocks@bullmoosemarketing.com or 814-573-9028