

October 2023

Job Description: Digital account executive

Due to internal promotion, we are looking for a digital account executive to join our team. The successful candidate will work as part of our account management team, across a number of our digital clients. This role is perfect for a proactive and enthusiastic person, who is already obsessed with all things digital. They will have already had experience promoting brands through various digital channels, ideally in an agency environment.

Responsibilities and duties:

- Reporting to and working with account managers/directors to ensure a consistent and timely workflow, meeting all relevant deadlines.
- Working with account managers/directors on digital marketing projects (such as websites, CRM systems and digital advertising channels) as well as copy writing/proof reading/checking marketing collateral, reports, proposals, social media content etc.
- Preparing client briefs and briefing in work to the creative and development teams.
- Website content management using content management systems (CMS). This will involve the addition and deletion of text and images to existing web pages (including sizing and rendering images to the correct format using Photoshop) and creating new pages within the framework of existing websites.
- Preparation of website statistics reports (using GA4) which will entail analysis of raw stats and compiling into a predetermined report format.
- Client liaison via email and phone, including offering end-user support to clients that use our CRM and CMS systems.
- Client meeting attendance and site visits, both with senior staff and alone.
- Liaising with suppliers e.g. media buying agencies, printers, photographers.
- Producing job bags, client estimates, draft invoices and supplier purchase orders and utilising The Company's dedicated in-house job system.



- Preparation and production of client-facing documents such as contact reports, and agendas.
- Working with the digital team to identify and develop methods of utilising new, emerging technologies for the benefit of MMS and its clients.
- General desk-based research into your clients, their competitors and the industry in which they operate.

Key skills:

- Ability to manage multiple clients and enjoy the challenge of multi-tasking
- Strategic mind and digital savvy-ness
- Brilliant English comprehension coupled with creative writing ability, strong proof-reading skills and great attention to detail
- Self-motivated
- An excellent team player
- Strong communication and IT skills

Benefits:

In return for your skills and experience as digital account executive, we will offer:

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- A competitive salary
- Flexible hybrid home/office working
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service PLUS your birthday off
- Opportunities for professional career development, through a one-to-one dedicated personal development plan process
- Free staff car parking
- Contributory pension scheme
- Company outings and teambuilding events
- All the tea and coffee you could ever need, and a fuss with the office dog!

