

February 2022

Job Description: Digital Account Manager

We are looking for an experienced digital account manager to be involved in the day-to-day management of our clients. This is a new position due to new business wins and existing client growth.

Typical responsibilities and duties:

1. For some accounts, you will have primary day-to-day responsibility. For other accounts, you will work in a supporting role alongside an account director. The job will involve advising clients, interpreting clients' requirements and suggesting new ideas around all aspects of digital marketing.
2. Project management of new digital projects (such as full website design and build) including pitching, creative/UX briefs, proposal writing (including estimating time and costs), technical specification writing, functional specification writing, internal testing, UAT management, go live planning and implementation.
3. Managing on-going improvement plans across websites and CRM systems.
4. Implementing and evolving digital marketing strategies, as well as developing/progressing tactical activity.
5. Attending client meetings. This will involve directing the progress of the meeting, preparation in advance of meetings and processing afterwards, including creating and circulating the agenda, producing accurate contact reports and taking responsibility for ensuring actions resulting from meetings happen as agreed.
6. Nurturing client relationships and demonstrating ability to up-sell additional services across a multitude of digital channels.
7. Responsibility for working with other departments within the company, for example creative and development, to ensure that client's requirements are effectively executed and delivered to agreed timescales.
8. Responsibility for working with other departments within the company, for example accounts, to ensure all work is correctly costed out prior to commissioning and subsequently charged following delivery. This may involve negotiating prices with suppliers and creating estimates for clients.
9. Liaising with suppliers i.e. hosting providers, email/SMS marketing providers, photographers, CGI companies to deliver client requirements.
10. Performance review and analysis of your clients' digital marketing activity. The ability to analyse marketing results and communicate effectively both the positive and negative, and make recommendations for further improvement.



MMS, Third Floor, Towers Point, Towers Plaza
Wheelhouse Road, Rugeley, Staffordshire WS15 1UN

T 01889 584808 E solutions@mms-marketing.co.uk W mms-marketing.co.uk

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11. Assisting with proof reading/checking client work, proposals etc.
12. New business prospecting and pitching, working towards a new business target.

Key qualities required

1. Experience of dealing with clients at a senior level, instigating and leading meetings.
2. A commercial approach to digital account management and delivery.
3. Experience and a strong understanding of digital marketing channels such as, website, CRM, email marketing, online advertising, SEO and social media.
4. Experience in end-to-end delivery of large-scale website projects.
5. Experience in managing on-going improvement plans across large website and CRM systems.
6. Able to act on own initiative, but also work as part of an established team.
7. Good organisational & time management skills.
8. Confident, outgoing & able to present well on a professional and personal level.
9. Someone who is able & willing to make decisions and be accountable & take responsibility for those decisions.
10. Someone in whom the company has total confidence to go out and represent the company to its clients.

Benefits

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

- A great opportunity to work for an established creative agency, within a dynamic team, producing industry-leading work
- Hybrid home/office working available
- A competitive salary
- 22 days holiday a year plus bank holidays, increasing to 25 days with length of service
- 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!

If you think this is the role for you, please forward your CV and current salary details to jobs@mms-marketing.co.uk



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