

JD For Digital Account Manager

Job Title: Digital Account Manager

Company: [Company Name]

Location: [City, State]

Job Description:

We are seeking an experienced Digital Account Manager to join our team. The Digital Account Manager will be responsible for managing and growing relationships with key clients, as well as overseeing the execution of digital marketing campaigns.

Key Responsibilities:

- Develop and maintain relationships with key clients and stakeholders
- Act as the primary point of contact for clients and manage all aspects of client communication
- Collaborate with cross-functional teams, including marketing, design, and technology, to ensure that digital marketing campaigns are executed effectively and efficiently
- Monitor and analyze campaign performance using metrics such as website traffic, engagement, and conversions
- Stay up-to-date with industry trends and best practices to ensure that the company's digital marketing efforts are effective and innovative
- Understand the client's needs and tailor the company's services to meet their requirements
- Meet or exceed the sales target set by the company

Technical Competency Requirements:

- Strong understanding of digital marketing and advertising
- Experience with web analytics tools such as Google Analytics
- Familiarity with social media platforms and advertising
- Strong understanding of SEO and SEM best practices
- Knowledge of CRM and project management tools

Behavioral Competency Requirements:

- Strong project management skills and ability to work independently

- Excellent communication and teamwork skills
- Strong attention to detail and ability to meet deadlines
- Passion for digital marketing and client management
- Ability to think strategically and make data-driven decisions
- Strong negotiation and sales skills

Qualifications:

- Bachelor's degree in marketing, business, or a related field
- Minimum of 3 years of experience in digital account management or a related field
- Strong portfolio of work demonstrating experience in managing and growing relationships with key clients
- Proven track record of meeting or exceeding sales targets