
Digital Account Manager Job Description

About the role

We're on the hunt for an enthusiastic and experienced Digital Account Manager who is looking to join one of the region's most established and exciting agencies.

We have a large portfolio of digital clients, making this an outstanding career move for a confident Digital Marketer looking for their next step.

We are an award-winning, independent and integrated agency. We create exceptional work and are continuing to win exciting new business with a number of regional and national brands and have an amazing office that's well-positioned in central Birmingham.

Purpose of Role

To carry out digital delivery, develop and nurture strong relationships with clients and manage multiple digital campaigns, projects and initiatives.

To grow and retain business with existing clients, using excellent client relationships and knowledge.

Reporting to

Client Services Director

Key Accountabilities

- Using excellent client relationships and knowledge to identify further business opportunities and develop accounts
- Managing a portfolio of clients and maintaining high levels of client satisfaction; addressing service issues early and reporting to the Client Services Director
- Effectively managing digital delivery ensuring the products are delivered on time, to specification and on budget
- Proactive selling of Clevercherry products and services to existing and new clients, demonstrating an excellent understanding of our service offering
- Accurate estimating of jobs to clients to maximise efficiency and profit
- Management of the full project process, producing a project plan which details key milestones for the project and managing expectations of delivery through to completion

- Appraising digital UX and designs against the client brief
- QA/UAT of all functionality for digital work completed by the studio
- Preparation of pitches/proposals/presentations to win further business from new and existing clients
- Meeting all sales and profit targets and exceeding wherever possible

Key Skills, Experience and Behaviours

- Preferably educated to degree level or equivalent
- Minimum of 2 years previous account management experience in a digital agency or a digital role within an integrated agency
- Knowledge and passion for digital marketing
- Experience working on digital projects including websites, apps and campaigns
- Excellent sales and negotiation skills
- Flexible, adaptable and proactive approach
- Confident and outgoing
- Excellent relationship-building skills
- Good attention to detail

Ideal but not essential

- Experience with project management software e.g. Trello, Jira, Synergist etc.
- Knowledge of digital project lifecycles
- Knowledge of SEO, PPC and Social Media Management

Benefits

- Competitive salary – Dependent on experience
- Company iPhone & Macbook Pro
- 20 days holiday (plus bank holidays) rising by an additional 2 days each year after 2 years' service (capped at 25)
- Enjoy an extended Christmas break in addition to your holiday allowance
- Fully stocked drinks fridge, snacks and in-house bar
- Company away days and team building
- Vibrant and active social calendar

To apply please send your CV and Covering Letter to hello@clevercherry.com.

Job Type: Full-time