



Digital Marketing Account Manager

The Job Overview

Web Marketing Therapy is a full-service agency specializing in marketing support and optimization, getting our clients on the right path for success. We put the pieces of your marketing puzzle together so it clicks! We are growing and are looking for a rockstar account manager to help us dish out some serious marketing love to our fabulous clients.

Wanted - a seasoned marketer with a breadth and depth of marketing expertise who is very comfortable rolling up their sleeves and getting to work. If you are a thinker and do-er who loves to make marketing better and has the background doing it, we'd love to talk.

This is a remote position.

Responsibilities

- Write blog posts and press releases, edit content, and post on client's blog and social media
- Coordinating with team members (i.e. graphic design using tools like Canva, website edits)
- Develop great working relationships with multiple clients
- Manage client communications (must have amazing email etiquette)
- From a basis of trust, intelligence and knowledge, provide leadership and perspective to both clients and agency
- Help to identify and clarify client business objectives and translate them into marketing strategies that you and the agency team can execute
- Manage integrated digital marketing accounts and campaigns, including strategy, media and creative
- Manage all day-to-day operations of the marketing account, internal team communications and the client's expectations

Job Qualifications and Skill Sets

- Understands how to write for social media (Facebook, Twitter, Instagram and LinkedIn) using best practices
- Proactive and thrives on doing great work
- Excellent written and verbal communication skills
- Excellent analytical, organizational, project management, and time management skills
- Ability to learn new skills and processes quickly and proficiently
- Attention to detail and accuracy, including exhaustive follow-up and cross-checking



- Confidence to take initiative and anticipate client needs
- Ability to manage priorities calmly and orderly
- Ability to work independently, with limited supervision, and as part of a team
- Bachelor's degree or equivalent preferred
- Computer skills and proficiency in Google Docs (MS Office experience will translate)
- A curiosity for marketing and advertising, and an appreciation of technology
- A genuine desire to do great work with a friendly, smart team
- Knows how to prioritize projects and deliverables
- Understands the art and science of marketing
- Has a breadth of experience across all digital channels

To apply, please email your cover letter and resume to help@webmarketingtherapy.com.