

## Job Description

**Job title:** Digital Marketing Account Manager

**Team:** Broadband Genie

### What it's about:

We are looking for a proactive and detail oriented individual to join our growing team at Broadband Genie. You will be working in our commercial team owning the day to day management of our key broadband and partner clients. You will be responsible for the complete management of their accounts and the delivery of affiliate strategy to hit our commercial targets. A knowledge of digital marketing is desirable, but a specialism in affiliates isn't, as we will teach you about fast moving and consistently growing area of performance marketing. Affiliates is a social industry built on relationships, so if you enjoy networking and talking to new people every day this is the role for you. This role is a client facing role, so you need to be someone who is comfortable handling client relationships, attending meetings and running weekly calls. As part of this role you will also be required to work in London frequently. There is the potential for growth, development and wider ownership within the team for the right candidate. All training will be provided.

### Reporting To:

Business Development Manager

### What you'll do:

- Support the Business Development Manager in the Account Management of key clients within the Commercial team:
  - Run high level reporting and analyse results (strong excel skills are a must)
  - Provide and sell relevant opportunities into clients and partners
  - Be the main point of contact for clients and partners
  - Conduct regular benchmarking analysis
  - Conduct regular competitor analysis
  - Manage tenancy and voucher bookings
  - Prepare for and run weekly client calls and monthly meetings
  - Be responsible for the delivery of booked promotions with clients
  - Regularly attend meetings with clients in London

The above will form the basis of the role, but is not exhaustive. The role will continue to evolve as you learn and take on more responsibility. There is great scope for development within this role, in addition to learning the 'ins and outs' of affiliate marketing. There will also be the opportunity for you to take on team management responsibilities further down the line for the right candidate.



<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>● Good level of written English and Maths</li> </ul>	<p>Essential</p>
<p><b>Genie Philosophy Behaviours</b></p>	<p><b>Smart</b></p> <ul style="list-style-type: none"> <li>● Intelligent</li> <li>● Imaginative</li> <li>● Inquisitive</li> </ul> <p><b>Great attitude</b></p> <ul style="list-style-type: none"> <li>● Motivated / driven</li> <li>● Passionate</li> <li>● Serious / focussed</li> <li>● Respectful</li> </ul> <p><b>Get things done</b></p> <ul style="list-style-type: none"> <li>● Planning</li> <li>● Teamwork</li> <li>● Adaptability</li> </ul>	<p>Essential Essential Essential</p> <p>Essential Essential Essential Essential</p> <p>Essential Essential Essential</p>
<p><b>Job Specific Behaviors</b></p>	<ul style="list-style-type: none"> <li>● Flexible and responsive</li> <li>● Professional and Approachable</li> <li>● Relationship Building / Networking</li> <li>● Desire to learn / develop</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>