

## Job Description

**Job title:** Digital Marketing Account Manager (External - PPC Account Manager)

**Team:** Genie Goals

### What it's about:

An amazing opportunity has arisen to join Genie Goals, one of the UK's fastest growing digital marketing agencies, as a PPC Account Manager.

As a PPC Account Manager you will be tasked with the active running and ownership of select client accounts. Reporting to an Account Director, you will work to ensure we deliver the best account performance, excellent customer service, and client satisfaction and ultimately ensuring client retention on assigned clients.

This is a fantastic opportunity for anyone wanting to take their next career step in PPC in a well-supported and innovative environment.

### Reporting To:

Account Director

### Band/Level:

Depending on the candidate this role could be at Strategist or high level Executive Band

### Key Responsibilities:

#### Account management:

- Ensure the day to day delivery and success of campaigns for a select number of clients
- Create and articulate a vision/objective for assigned client accounts, including roadmap of projects to achieve that vision
- Project manage (or execute) roadmap projects
- Use your digital marketing knowledge to structure accounts for growth
- Delivery of agreed services to assigned clients
- KPI analysis and recommendations

#### Campaign management:

- Create digital marketing campaigns in your channel, working towards set KPI targets
- Actively monitor campaigns, auditing and adjusting them for maximum performance
- Create advanced digital marketing campaigns using advanced tactics and strategies

#### Client communication:

- First point of contact for assigned clients
- Proactive communication inspiring trust and building a good relationship
- Send weekly reports and chair weekly calls with clients and relevant internal team members
- Troubleshoot client requests to ensure any issues are resolved in a timely manner

### Input into Genie channel methodology:

- Provide proactive suggestions and recommendations to the technical/R&D team for Clarence optimisation and new features
- Input into channel strategy meetings on how to best utilise new features and industry developments

### Learning & Development:

- Dedicate time to training to continually learn new digital marketing skills
- Passionately work through the Genie Academy and Genie Goals training, both internal training programmes, completing homework on time
- Create and engage with your OKRs to drive forward your personal development
- Train in the use of our in-house technology or third party solutions
- Stay up to date on the latest news and developments in digital marketing to continually grow your knowledge and keep Genie at the cutting edge of digital marketing

### Line management (depending on experience):

- Line manage a team of digital marketing executives and account managers
- Day-to-day mentoring of digital marketing executives and account managers

### Other:

- Support and mentor other team members, including those more junior
- Occasionally attend events to represent Genie
- Any other tasks or function which are required by Genie, particularly in relation to digital marketing

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.

### Who we're looking for:

Criteria	Description	Essential or Desirable
Experience	● Managing PPC campaigns with a proven track record of achieving KPIs	Essential
	● Up-to-date knowledge and experience in all areas of PPC including Search, Shopping and Display Remarketing	Essential
	● Strategy setting and implementation	Essential
	● Ecommerce and understanding of the retail sector in the context of digital marketing	Desirable
Skills	● Client management	Essential
	● Relationship Builder	Essential
	● Strong analytical, project management and organisational skills	Essential
	● Excellent communications skills (internally and externally) - both written and verbal	Essential
	● Timely and proactive	Essential

	<ul style="list-style-type: none"> <li>• Excellent attention to detail</li> <li>• Able to work under pressure</li> <li>• Inventive, always looking to be proactive and push the boundaries to try new things</li> </ul>	<p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>Genie 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</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>