



Genie Ventures

Job title:**Digital Marketing Account Manager****Team:****Genie Shopping Team****Salary:****Starting from £22,917 PA and rising depending on experience****What it's about:**

As a Digital Marketing Account manager you will be tasked with growing the revenue of a set basket of existing clients by optimising Shopping Ads, data feeds and commercials alongside onboarding new clients to our Comparison Shopping Service (CSS).

This role is extremely varied and will involve you taking day-to-day responsibility for your clients whilst bringing energy, enthusiasm and organisation to the team - we are seeking native English, French and German speakers.

As an Account Manager you will have autonomy of your day to day priorities but will work closely with the Account Director to ensure we deliver the best account performance, effective account management and ultimately ensure retention and revenue growth within your set basket of clients.

Performance and onboarding targets will be revised regularly, in line with business priorities and OKRs.

The job offers the right candidate an opportunity to work with huge retail brands and gain valuable experience learning and working with them to help grow your ecommerce sales.

Reporting to:**Name** - Account Director**Band/Level:**

The Account Manager sits in band 4, "executive level"

Job role > Executive**Work level** > Trained and competent to carry out important business tasks with regular quality checks from manager. Expectation is that work will be of good quality with few errors.**Freedom** > Some responsibility to set day-to-day work, within parameters set by manager**External** > Some direct communication with customers (or equivalent), mainly reporting, updates, or first line for customer queries. Usually supervised.**Reports to** > Account Director(or above)

An account manager will usually match to the higher development levels of band 4 of the GV pay structure.

What you'll do:

Responsibilities and required skills*

Account management:

- Jumping on daily performance (where needed) and diagnosing (and ideally fixing) any problems in a timely manner.
- Negotiating CPA increases with clients including providing them with illustrations for uplift.
- Recommending feed improvements to the client.
- Build up a library of case studies and testimonials alongside your clients.

Onboarding, optimising & fixing feeds:

- Onboarding clients on to our CSS, optimising for future performance.
- Contribute to developing and streamlining the onboarding processes.

Shopping Ads management:

- Create Shopping Ad campaigns to a high standard using your expertise to ensure all products/keywords are covered effectively.
- Actively monitor campaigns, auditing and adjusting them for maximum performance.
- Roll out new features across your basket of clients.

Client communication:

- Direct communication with clients (or via agencies and/or affiliate networks).
- First point of contact for assigned clients.
- Proactive communication inspiring trust and building a good relationship.
- Troubleshoot client requests to ensure any issues are resolved in a timely manner.

Training:

- Dedicate time to training to continually learn new skills.
- Create and engage with your OKRs to drive forward your personal development.
- Train in the use of our in-house technology and third party solutions (if applicable).
- Stay up to date on the latest news and developments in CSS, digital marketing and retail to continually grow your knowledge and keep Genie at the cutting edge.

Other:

- Use affiliate network platforms.
- Actively suggest and help implement improvements to our methodology and best practices.
- Support and mentor other team members.
- Occasionally attend events to represent Genie.
- Responsibility to find out how GDPR applies to your team's activities.
- Understand and comply with all GV guidelines for security and data protection.
- Any other tasks or functions which are required by Genie, particularly in relation to digital marketing.

Who we're looking for:

Experience needed

- strong understanding of the affiliate marketing industry
- google ads
- understanding of shopping ads
- understanding google merchant centre

All
Essential

Skills needed

- strong organisational skills
- data analysis
- client presentations & negotiations
- strong decision making skills

All
Essential