

Job Description

Job title: 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:

- Oversee the digital marketing executives working on your client accounts to ensure the day to day delivery and success of campaigns
- 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

Activity management:

- Run digital marketing activity in your channel, working towards set KPI targets
- Monitor activity, auditing and adjusting them for maximum performance
- Run advanced digital marketing activity using advanced tactics and strategies

Client communication:

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

- Provide commentary and data analysis with valuable insights to the client with clear actions and learnings

Learning and developing Genie methodology:

- Provide proactive suggestions and recommendations into the Genie Goals digital marketing methodologies
- Input into channel strategy meetings on how to best utilise new features and industry developments

Training:

- Create and engage with your OKRs to drive forward your personal development
- Support the training of the wider digital marketing team, teaching/tutoring modules where applicable
- 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:

- Track time and work to allocations within Mavenlink
- Proactive reporting to senior management team
- Presenting to internal and external audiences
- Occasionally attend events to represent Genie
- Responsibility to understand the requirements of GDPR
- Ensure your team's processes are always compliant
- Understand and comply with all GV guidelines for security and data protection
- Any other tasks or function which are required by Genie, particularly in relation to digital marketing

Who we're looking for:		
Criteria	Description	Essential or Desirable
Experience	● Experience of managing and leading a team	Desirable
	● Extensive knowledge of PPC, Paid Social or Affiliate Marketing	Essential
	● Multi Channel Digital marketing awareness	Essential
	● Multi Channel Digital marketing experience	Desirable
	● Experience setting digital marketing strategy	Essential
	● Experience in client management	Essential
	● Experience in ecommerce and understanding of the retail sector in the context of digital marketing.	Essential

<p style="text-align: center;">Skills</p>	<ul style="list-style-type: none"> ● Relationship Builder ● Strong organisational skills ● Strong communication skills - both written and verbal ● Timely and proactive ● Excellent attention to detail ● Able to work under pressure ● Inventive, always looking to be proactive and push the boundaries to try new things 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
<p style="text-align: center;">Genie Behaviours</p>	<p>Smart</p> <ul style="list-style-type: none"> ● Intelligent ● Imaginative ● Inquisitive <p>Great attitude</p> <ul style="list-style-type: none"> ● Motivated / driven ● Passionate ● Serious / focussed ● Respectful <p>Get things done</p> <ul style="list-style-type: none"> ● Planning ● Teamwork ● Adaptability 	<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> <p>Essential</p>