



The **Marketing Club**

Digital Account Manager job description



The company

THE MARKETING CLUB is a start-up online advertising agency specializing in quality lead generation. We are a small team of professionals with wide experience in digital marketing, data acquisition, and conversion techniques. We regularly work with a network of specialists who give us vast reach, without the bureaucracy found in larger agencies. We are offering a unique approach with huge potentials and proven results in Asia and in the rest of the world.

Job brief

Do you want to work in a fun, smart, and energetic environment where you will be challenged, rewarded AND inspired? Come work with a start-up agency making a real difference in how top brands run their businesses.

The Account Manager will be responsible for all aspects of the digital sales process including prospecting, cold calling, media plan creation, campaign design and execution, campaign delivery, client satisfaction, and upselling. The Account Manager will develop digital lead generation campaigns and support the clients throughout the whole process, to increase conversions and ROI.

As a Digital account manager, you should have experience in sales, digital marketing with a customer service approach. Ultimately, you should be able to contribute to business growth through creating and maintaining long-term client relationships.

Responsibilities

- Business development including cold calling;
- Drive Outcomes, Profitability, and Productivity across your Accounts;



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- Planning and executing lead generation campaigns;
- Act as the point of contact for clients for digital management matters;
- Build strong, long-term client relationships and maintain frequent contact;
- Demonstrate understanding of the marketplace and the different challenges/problems that advertisers face;
- Report on web performance metrics;
- Analyze digital campaigns success;
- Improving online campaigns and optimize conversion;
- Coordinate with tech team, and media buying team to reach and exceed clients objectives;
- Support the company team expansion and helping to create the right company culture;
- Stay up-to-date with digital technology and market trends.

The Candidate

We are looking for a passionate and driven candidate with a vivid interest in digital marketing and highly eager to succeed. This role is ideal for a candidate who enjoys the natural challenges and pressures of a sales role, as well as creating and coordinating new projects.

An articulate and adaptable person, who wants to challenge himself/herself, an individual with a desire to succeed and constantly learn new things will do extremely well.

Requirements

- 3-5+ years in account management, preferably for a digital agency or advertising network;
- Critical thinker and creative problem solver – you are able to influence/develop/negotiate account strategies that incorporate digital marketing best practices;
- Excellent and intuitive people skills;
- Positive and proactive attitude;
- Well-organized with a customer-oriented approach;
- Have a strong knowledge of Digital Strategy and an appropriate level of technical competence and ability;
- Be aware of and able to articulate client's digital strategy;
- Established presentation and writing skills;
- Excellent English verbal and written communication skills (other Asian languages are a plus);
- Strong analytical skills;
- Ability to work in a fast-paced, dynamic environment;
- Proficient knowledge of the Microsoft suite of products, including Windows, Word, Excel, and PowerPoint;
- Bachelor or master degree in marketing or relevant field.

What we offer

We offer a fun and supportive work environment and are willing to assist in developing your skills and abilities to further your career opportunities.

- Competitive salary;
- Thai work permit;
- Exciting start-up work environment, dynamic team with flat hierarchies;
- Open discussions and new ideas are highly encouraged;
- Great career mobility and personal growth potential;
- Regular team events, weekly drinks, and parties.

Did you get a smile while reading this and do you think you have what it takes?

Drop us a line with a copy of your CV at hr@themarketingclub.co