

UP There, DIGITAL Account Manager job description

UP There, DIGITAL is hiring!

We are looking to hire a new Account Manager who will play an essential role in our agency. Specialising in digital marketing as well as website design & build, we are looking for someone who truly understands digital marketing processes and can confidently guide clients and prospects at a C-suite level, sell the right services and nurture long-term client relationships.

As the “front of house” for the agency you will need to be rather special: as the first point of contact you will be involved in new leads and growing existing client accounts. You’ll guide clients through discovery calls, help them understand what they need and confidently lead them toward the right solution. With existing clients especially, your role will be to nurture the relationships, support delivery teams and ensure every client feels understood and supported.

Your accounts will be primarily focused on digital marketing (paid social, paid search & SEO) but also have involvement in website performance and improvements. Other responsibilities will include proposals, scopes and pricing, account health management, invoicing, payments and financial accuracy, identifying up sells, renewals and long-term partnership opportunities.

The stuff you want to know

- Salary £30-40k based on experience and skills. We’re after someone with at least 4 years agency experience
- You don’t need to have a degree
- The ideal candidate will be highly organised, personable, motivated, have commercial and financial skills, and be an excellent communicator
- Experience in digital marketing and website performance is a must
- Benefits include: monthly team bonus, private medical insurance, MacBook, paid phone contract, free Guildford town centre parking when you come into the office, we’re happy for you to work ‘hybrid’ from home as well, HR team, and room for career progression

We are a thriving digital agency in the UK, with additional advantage of being part of a €10mil + international agency. We have very strong values which we stick to: honesty, only working with people we like, creating a healthy work/life balance, we take pride in what we do, choose our attitudes and always look for new or better ways to do things.

Typical reporting and support lines:

Account Manager reports to Account Director

Required skills and responsibilities:

- Strong account management skills and proactivity
- Paid social and digital marketing experience, and most importantly, the ability to learn & grow, stay on top of current trends, and focus on results
- You will be part of a team of experts in their field, teamwork and trusting your colleagues is critical
- Ability to provide amazing client experiences
- Be the representation of the client within the agency
- Highly organised
- Excellent communication skills
- Ability to manage and service multiple clients
- Ability to gather client requirements and translate them into project deliverables
- Financial acumen

Willing to learn further:

- Understanding of good UI and UX design
- Website content management systems (CMS’s)
- Technical understanding of website processes

This is a chance to join a dynamic and rapidly expanding company and perform a key role within many of the projects. Working as part of our client servicing team this is an opportunity to help grow this company and be an integral part of its growth. This is a hybrid role based in the Guildford studio, with a minimum of 2 days in the office per week.

Questions for candidates to answer:

Please pay attention to and value the questions below. We view the questions as an interview stage and screen out candidates based on their answers. Attention to detail, review and checking, good grammar and excellent written English are key requirements for the role and are amongst the criteria applied to scoring the answers. Please do not use AI to answer these questions.

1. Please describe the 'standard types' of digital marketing campaigns your clients are running including platforms, objectives and media budgets.
2. If someone asked you for the future of digital marketing in two short paragraphs what would you say?
3. What platforms have your clients websites been built on and how involved in their websites have you been?
4. Please rate your experience from 1-5 (5 being no support needed) for the following:
 1. Proposal writing
 2. Statements of Work
 3. Agendas, contact reports, status reports, performance reports
 4. Budget management
 5. Invoicing