



<b>Job Title</b>	Digital Marketing Account Manager
<b>Reports to</b>	Operations Team Manager, Digital Division

### **Job purpose**

As a Digital Marketing Account Manager, you will be responsible for developing, implementing, tracking and optimizing digital marketing campaigns across various digital channels on behalf of our clients.

### **Duties and responsibilities**

- Plan and execute internet based marketing campaigns.
- Define and execute client-centric SEO campaigns.
- Build and execute Google Ads campaigns.
- Create, design, and launch template oriented websites.
- Develop metric oriented reports.
- Handling strategic online initiatives
- Monitoring and evaluating online media campaigns to keep them fresh and effective
- Staying current with emerging opportunities in the digital marketing world

### **Technical skills**

Working knowledge of the following applications:

- Google Ads
- Canva
- WordPress
- Adobe Creative Suite
- Social Pilot
- Facebook Ad Manager
- LinkedIn Ad Manager
- Salesforce
- Constant Contact, MailChimp, etc.
- Microsoft Office Suite
- SEO Familiarity Preferred

*AltaVista Strategic Partners is an equal opportunity employer and will consider all applications equally and without regard to race, sex, creed, religion, color, national origin, age, family history, or sexual orientation.*