



Job Title	Digital Marketing Account Manager
Reports to	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 GoogleAds campaigns
- Create, design and launch template-oriented websites
- Handle strategic online initiatives
- Monitoring and evaluating online media campaigns to keep them fresh and effective
- Develop metric oriented reports
- Staying current with emerging opportunities in the digital marketing world

Qualifications

The best candidates for this position will possess the following:

- Excellent verbal and written communication skills
- Strong organizational skills and the ability to multi-task
- Experience providing superior customer service
- Ability to think and work independently and as part of a team
- Ability to identify process inefficiencies and recommend improvements

Requirements for this position are the following:

- 4-year degree in marketing, business, communication, public relations, advertising or a related field
- Strong verbal and written communication skills
- Willingness to work in a team-based atmosphere and take direction from leadership
- Previous work experience that demonstrates interaction and service

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 Suites
- SEO Familiarity Preferred

Company Benefits

- Open-floor office environment with standing desks
- Flexible hours
- Work from home policy
- 3 weeks of paid time off
- 8 paid major holidays
- 2 paid floating holidays
- Health insurance plan
- 401(k) plan with up to a 3% employer match
- Generous quarterly incentive program

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.