Job Title	Digital Marketing Account Manager
Reports to	Digital Marketing Operations Manager

Job Purpose

As a Digital Marketing Account Manager, you will support all areas of the digital marketing department by performing a wide range of projects and initiatives across SEO, Paid Ads, Social Media, and Website Development. This role is designed for a highly adaptable, team-oriented individual who is eager to learn multiple facets of digital marketing and provide support wherever business needs are greatest.

Duties and Responsibilities

- Perform day-to-day tasks across SEO, Paid Ads, Social Media, and Website Development initiatives
- Support team members with campaign execution, content updates, keyword research, and department operations tasks
- Monitor and help maintain client websites, including basic content edits and quality assurance checks
- Create, schedule and manage social media content and campaigns
- Support digital advertising efforts through campaign setup, monitoring, reporting, and optimization assistance
- Conduct keyword research, competitor research, and other SEO-related support activities
- Collaborate with multiple departments and team members to support client goals and internal initiatives
- Adapt to shifting priorities and provide support in areas of great departmental need
- Participate in ongoing training and development to build knowledge across all digital marketing disciplines

Qualifications

- Bachelor's degree in marketing, business, communications, advertising, public relations, or a related field
- Experience in digital marketing, social media, content marketing, or a related field preferred, but not required
- Strong written and verbal communication skills, with the ability to collaborate effectively with clients and internal team
- Strong organizational and time-management skills with the ability to manage multiple projects, priorities and deadlines
- Adaptable and eager to learn, with the ability to work across multiple areas of digital marketing and adjust to shifting priorities
- Ability to work independently and collaboratively, take initiative, accept direction, and adapt to changing priorities

Technical Skills

Working knowledge of the following tools and platforms preferred, but not required:

- Digital advertising platforms, including Google Ads, Meta Ads Manager, and LinkedIn Campaign Manager
- SEO and keyword research tools, including SEMrush
- Social media management and scheduling platforms, including Social Pilot
- Website content management platforms, including WordPress
- Design and content creation tools, including Canva and Adobe Creative Suite
- CRM and database management platforms, including Salesforce
- Microsoft Office Suite

Company Benefits

- 401(k) plan with a 3% employer contribution
- Health insurance plan options with an employer contribution towards premiums
- Salary range: $50,000 - $60,000 per year
- Annual incentive program
- Job positions are in-person first with work from home flexibility
- Flexible hours
- 3 weeks of paid time off
- 7 paid major holidays + 2 paid floating holidays
- Open-floor office environment with standing desks
- Collaborative and supportive work environment

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.