



Senior digital account manager. Job description.



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This job description sets out the scope of the role of senior digital account manager at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Location

Based in Worthing

2. Reporting to

Account director – London

3. Direct line reports

Not applicable to this role

4. Scope of the role

- To drive client strategy across your portfolio of accounts and advise customers on how to achieve their business goals in the most effective manner by utilising their various marketing channels most efficiently, advising on the interplay and integration between all digital channels and ensuring that advice is delivered with confidence and gravitas
- To manage a portfolio of customers, taking responsibility for growing revenue as well as the day to day management of these accounts
- To drive business growth through existing clients, developing a proactive action plan for your accounts in order to meet client retention and budget targets
- To build and sustain strong and long-lasting relationships with client-side senior managers and maintain frequent contact with any other third party agencies used by each customer
- To specifically identify, propose, upsell and implement new projects and campaigns in order to meet and exceed each customer's ROI and service expectations and to maximise revenue and profit for Fresh Egg
- With support from your account director, to follow the Fresh Egg planning framework based on SOSTAC® when creating and delivering customer campaign plans and ensure the right activity is in place to meet customer objectives
- Working with your account director, to actively propose and help implement new and innovative strategies in order to meet and exceed the department's overall revenue and profit targets
- With the heads of department, to motivate and support the technical delivery teams in delivering an outstanding service in order to retain and grow all customer accounts, taking responsibility for the quality of work carried out by all team members and ensuring the agency has the correct level of skills to grow your accounts
- To produce and monitor accurate and clear scenario planning forecasting with support from your account director
- To support your account director and wider sales team in new business acquisition
- To support your account director in the on-boarding of new clients



- Oversee the delivery of discovery work and project manage on-going retainer activity and project work for your customers, ensuring work is delivered to the highest standard, on time and to budget

5. Key responsibilities

Campaign strategy

- To ensure that SMART objectives are in place across all campaigns and that these are understood and agreed with each customer
- To proactively advise clients about digital marketing landscape developments and ensure that campaign strategies are adapted in a timely fashion to meet all relevant requirements
- To ensure that customer reporting utilises the right metrics, delivers robust insight, includes clear actions and relates clearly to achievement against agreed objectives. To ensure that reports are professionally written and proofed, following all relevant company style guidelines
- To project manage the ongoing planning and administration of your own customers' accounts, ensuring that your customer campaigns are properly planned and documented and ensuring that the right commercial and technical strategies and resources are in place to deliver against campaign objectives and scenario planning forecasts
- To ensure that knowledge and understanding of the vertical markets served by your customers is gleaned, maintained and developed on an ongoing basis

Customer focus

- To personally manage a group of customers, including enterprise level customers, with multiple cross channel digital strategies
- To meet or exceed agreed quarterly revenue and customer retention targets for your group of customers
- To produce yearly business plans for clients, identifying new opportunities and strategies for growth
- To set up and lead "walk-throughs" of each monthly report with each customer, ensuring that all content of the report is understood by you in advance. To ensure that key insights and advice are outlined, a clear summary is given of performance against agreed objectives and KPIs and agree and document clear deadlines for both the customer and Fresh Egg to take forward required actions
- To maintain regular contact with customers and provide timely and efficient responses to all customer queries
- To prepare and deliver top quality proposals and presentations to customers to demonstrate progress and upsell additional products and services, ensuring that documentation and presentation material follows all company style guidelines
- To ensure the seamless on-boarding of new customers
- To investigate and solve customer problems, complaints and credit issues by liaising with all necessary departments

Analytical and technical

- To understand the features and benefits of all Fresh Egg's products and services in order to successfully promote these to customers. Where necessary, to liaise with other key Fresh Egg personnel and departments to deliver the strongest possible commercial and strategic offering
- To develop knowledge on an ongoing basis of developments in SEO, paid search, display, retargeting, email marketing, affiliate marketing, social, Conversion Optimisation, website design, inbound marketing and other key, relevant channels that provide traffic and conversions for clients and to share this with your team
- To maintain a strong understanding and high proficiency of use of the key analytical and market intelligence tools (Google Analytics, Coremetrics, Adobe Omniture, Hitwise, Searchmetrics) and ensure analysis and insight are drawn from these tools on an ongoing basis to maximise the delivery of customer campaigns
- To analyse and draw insight from third party analytics data and other sources across multi channels – including ppc and display platforms
- To ensure a detailed understanding of – and proficiency of use of – Fresh Egg proprietary tools is maintained at all times
- To produce detailed commercial scenario planning forecasts for customers

KPIs and reporting

- To report to the client services director (based in the UK) on a monthly basis on the performance of your customer accounts and ensure timely and accurate RAG reporting is carried out on your accounts on a monthly basis and provide reporting to the client services director ahead of the monthly board meetings.
- To inform the client services director, your account director and relevant head of department when Amber or Red RAG statuses are activated
- To ensure, in relation to project work, all customers have agreed and signed a project agreement prior to any work starting and that all signed paperwork is attached to the relevant opportunity in Salesforce before that opportunity is closed as won
- To ensure, in relation to ongoing campaign work, all customers have agreed and signed an annual contract as standard and that all signed paperwork is attached to the relevant opportunity in Salesforce before that opportunity is closed as won
- To ensure renewals are signed and agreed two months in advance of contract expiry
- To ensure that all opportunities and sales are logged accurately in Salesforce
- To meet the requirements of the Finance Department for prompt and accurate supply of information about sales, so that forecasting is accurate and customers can be promptly and accurately invoiced

Organisation/best practise

- To ensure that all customer details and other information in Salesforce is up-to-date and accurate at all times for all team members
- To ensure that all quotes are logged accurately in the quote system
- To ensure that all sales bookings are promptly recorded and promptly confirmed
- Confirmations for all business must include a signed order against terms and conditions. For each confirmed sale, the quote system must be amended accordingly to include the relevant close date and job code
- To alert the Finance Department of any case where there is a known risk of a client not paying
- To co-operate as required with the Finance Department in securing payment from customers
- To provide detailed and accurate briefs to the Client Delivery department when development work is required
- To ensure your knowledge of the digital marketing industry is kept up-to-date and relevant by networking/researching/reading blogs and other news and information sources
- To contribute to fostering a culture of excellence across the wider team and other Fresh Egg departments
- To support other members of the account management team in developing industry-leading multi-channel campaigns and share best practice across Fresh Egg
- To assist your account director in other tasks as required
- To assist the client services director in other tasks as required

6. Key skills and experience

- A minimum of 2 years' experience in a senior agency role within a client services, planning or project management team within the digital and wider marketing sector of devising and implementing integrated digital marketing campaigns, within an agency that includes a variety of digital channels – in particular SEO, PPC, Display, Social, Email and Content
- Specific experience of SEO practises
- Specific experience of achieving significant improvements in results by devising and implementing innovative campaign strategies and ideas
- Proven experience of managing large budgets (£500K+ p.a.)
- Good understanding of web design and development process including; UX, scoping, project management frameworks, user testing and research
- Experience of complex technical work
- Project management experience
- IDM/CIM marketing qualification, project management qualification or similar highly desirable
- Analytical, with a proven ability to interpret large amounts of information, news, data and research quickly – and distil the most important/relevant information for intelligent strategic development
- Proficient user of Google Analytics and other analytics platforms
- Highly numerate and passionate about delving into – and drawing insight from - data

- High level customer relationship management skills with a proven ability to develop and maintain long lasting customer relationships
- Highly commercial
- Excellent working knowledge of major social media channels including Facebook and Twitter
- Excellent understanding of how Google and other search engines work
- Proactive and highly organised, with excellent information management skills a proven ability to multi-task
- Excellent project management, campaign management and planning skills
- Able to meet tight deadlines and remain calm under pressure
- Excellent communication and presentation skills and ability to deliver clear concise ideas to internal and external stakeholders
- Able to work both on own initiative and as part of a team
- Able to recognise when services provided by other business units could benefit the client
- Understands the role of marketing communications within a broader business context to ensure the agency role is marketing partner rather than supplier
- Grasps how key businesses are structured internally
- Understands company reports, key business theories and have an awareness of day to day business news
- Excellent negotiation skills

7. Key behaviours

- Have a complete understanding of the client`s business and market
- Excellent attention to detail
- Analytical and inquisitive, with excellent attention to detail
- Passionate about digital marketing, with a general thirst for digital knowledge and a significant interest in new platforms and channels
- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking
- Ability to present complex technical strategies with confidence and gravitas
- Ability to think both strategically and operationally
- Bright, motivated and driven, with the motivation to lead by example
- Positive thinker, with a can-do attitude
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Honest and trustworthy
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence
- High energy and committed with a genuine sense of fun