

Grow With a Dallas Ad Agency

Interactive Producer

Agency Entourage in Dallas, TX, USA

Benefits Offered

401K, Life, Dental, Medical, Vision

Employment Type

Full-Time

Position Summary:

- Are you an assertive, aggressive, competitive self-starter?
- Are you an analytical problem solver who's charming enough to get people's buy-in?
- Do you think most marketing people are full of hot air?

If so, the Interactive Producer position at Agency Entourage might be perfect. You will be the primary day-to-day driver of work and outcomes for your clients. From collaboratively developing the strategy, to making sure everything gets done, you will be the ensuring the client is satisfied and the campaigns have measurable impact.

Our Interactive Producers (IP) are responsible for managing online marketing, providing excellent account service and generating meaningful content for the agency's clients. The ideal candidate has

experience identifying client business needs and producing interactive marketing strategy to support client requests. Additionally, the candidate must have experience communicating through key social media platforms and the proven ability to grow, engage and convert highly targeted audiences through social media productions. An IP interfaces with various departments of the agency, so they must be a team player and a self-starter with solid multitasking abilities and time management skills to meet deadlines and expectations.

Duties:

- Digital Strategy
- Research
- Content generation
- Community building
- Analytics
- Continuing education
- Client relations

Responsibilities:

- Manage multiple accounts and work across key members internally to produce campaigns and client deliverables

- Conduct discovery and competitive research for clients to formulate a SWOT analysis
- Have an understanding of what it takes to build a targeted online community for the client
- Provide analysis and develop strategic plans based on client customer profiles
- Utilize proprietary tools to monitor clients online presence
- Meet face to face with clients on a regular basis as needed
- Continually develop client's strategic communication plans based on analytics insights
- Understand content marketing and how that translates to the client's communication plan
- Have a strong writing background and understanding SEO implications of online content generation
- Develop and deploy on-going email marketing and successful customer relationship marketing (CRM) programs
- Blog and social media communications
- Deploy, monitor and manage paid media (SEM/Social PPC) campaigns

Key Design and Web Technology Knowledge (*preferred, not required*):

- Google Analytics and various other web analytics
- Adobe Creative Suite
- HTML and web technologies
- Experience in major blogging platforms and content management systems and how to work within the environment
- Social technologies and management platforms (i.e. Hootsuite, etc.)
- Email marketing management platforms (i.e. Mailchimp, Campaign Monitor, etc.)
- Public Relations monitoring and management platforms (i.e. Cision, PR Web, etc.)
- Search Engine Optimization tools (i.e. Raven SEO Tools, Scribe SEO, etc.)

Pay commensurate with experience. The only candidates interviewed will be able to demonstrate:

- Digital (online) marketing experience with proven demonstrable results and specific example work/case studies

- Minimum bachelor's degree in communications (i.e. Public Relations, Marketing, Advertising, Journalism, etc.)
- 1-2 years of relevant work experience, ideally working in an agency setting (although not required)
- Ability to collaborate well with a team
- Ability to identify marketing goals, develop marketing strategies and tactics to obtain goals, implement and measure effectiveness of those tactics, and then make adjustments as needed based upon metrics

Joining Team AE:

Working for a full-service advertising and marketing agency is a dream for many but a reality for few. At Agency Entourage we believe in grooming the future of our ad agency industry through our employees. Our agency is well rooted in digital and creative expansion for our clients and we will be in growth mode for several years to come. After being named *Top 25 agencies in Dallas by the Dallas Business Journal* and featured in *Inc. 5000 as one of the fastest growing companies*, we are expanding our team and we want you!

If you are a go-getter and you like for your work environment to be a fun and rewarding one - Agency Entourage is the place for you! We have a culture that is *deeply committed to client relationships* as well as fellow employees. We are unique in our approaches to advertising and marketing where we explore the newest and most innovative

technologies. Our goals are lofty yet attainable and the *payoff of work-life balance* is one of our most successful accomplishments for all employees.

We are searching for our *next great Interactive Producer* that has a couple years of experience and would like to grow with our team and agency. The *entry level position* will allow you to advance your professional and personal development all while learning a great deal more within the industry!

The Perks:

- Full benefits: health insurance, life insurance, retirement benefits, holidays, PTO
- Flex Hours
- Regular Recurring Raises for Outstanding Work
- 401K Matching & Vesting
- Employee Life Milestone Celebrations
- On-site Child Development Center
- Annual Employee Outings: SXSW, State Fair of Texas, Chili Cookoff
- Employee Run Committees
- Volunteering

- Wellness Initiatives
- Free Coffee & Sodas
- Occasional Employer Paid Lunches
- Friendly, fun and flexible work environment with a team of awesome people!

*If you feel like you would be a good fit for our team, please complete our online survey (copy and paste this link in a new browser window: <http://www.cindexinc.com/c/28CF72>) and **send a resume along with your salary history and requirements.***

You can learn more about Agency Entourage at www.agencyentourage.com

No recruiters or phone calls, please.



About Agency Entourage:

The parent company, Agency Entourage acquired Tibbets Media in 2016 and together makes up our Dallas-based full-service creative digital agency (www.agencyentourage.com). We help brands explore modern ways to advertise and communicate. Founded in 2009, Agency Entourage is a five-time winner of the DFW AMA Marketer of the Year awards with work spanning across the web, mobile, social media strategy, digital advertising, video production, product innovation, brand development and consulting services. Agency

Entourage has been a pioneer in the digital marketing and communications industry. For some more inspiration please follow our Instagram www.instagram.com/agencyentourage.