



Account Manager/Paid Media Specialist

Job Description

Company:

Agency Entourage is an award-winning full-service marketing agency based in Dallas, Texas. We've developed our unique approach to digital marketing through more than a decade of collaborative relationships with our clients and each other. We think bigger to turn our enthusiasm for innovative marketing strategies and diverse interests into fanatic followings for our clients. Through our time in marketing, we have been honored to receive a wide variety of prestigious awards, including five separate Marketer of the Year Awards from the DFW AMA.

Summary:

The Account Manager/Paid Media Specialist is responsible for leading, managing and orchestrating all aspects of a portfolio of clients assigned to them. This includes both existing and new clients we land. The account manager/paid media specialist will be the primary point of contact for all communications between the client and Agency Entourage. The Account Manager will also serve as the agencies Paid Media Specialist, leading and project managing all paid media campaigns. The account manager will experience great success when they can clearly identify the client's goals & objectives, develop a strategic digital marketing plan and project manage the implement of the right tactics to achieve the client's goals.

Skills Needed:

- Strong client management skills
- Energized by interacting with clients on a regular basis
- A generalist with a broad understand of all digital marketing trends and tactics
- Paid Media Specialists (PPC, Google Search, Facebook ads, etc.)
- Self-directed: able to work alone and produce results
- Strong project management skills
- A strategic digital marketer who can develop tactics to meet the client's goals & objectives
- Ability to orchestrating all aspects of a client's engagement
- Experience in creating engaging social media content
- A flexible approach and willingness to adapt ideas to the needs of clients
- The ability to meet deadlines and work in a team environment
- A passion for completing work with a strong attention to detail
- Strong research skills that ensure all deliverables are correct and accurate
- Have an understanding of what it takes to build a targeted online community
- Being able to collaborate with a team and follow the core AE values

Essential Duties and Responsibilities:

- Manage multiple accounts and collaborate internally to produce campaigns and deliverables
- Conduct and lead weekly client status calls to project manage all aspects of the client's strategy
- Project manage and lead all Paid Media campaigns for the agency
- Present and understand monthly analytics reports and data
- Continually develop client's strategic communication plans based on analytics insights
- Understand content marketing and how that translates to the client's communication plan
- Strong communications skills and understand SEO implications of online content generation
- Develop and deploy on-going email marketing campaigns for selected clients
- Deploy, monitor and manage paid media (SEM/Social PPC) campaigns
- Conduct targeted market research and competitor research
- Oversee and manage creative and website development projects with internal teams
- Strive for ideas that go beyond the expected and tap into cultural trends and beliefs
- Meet with clients to gain understanding and insight into their products and services



- Continuing education on a personal and professional level

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

- Facebook and Google Ads Manager
- Adobe Creative Suite
- HTML and web technologies
- Social technologies and management platforms (i.e. Hootsuite, Creator Studio, etc.)
- Public Relations monitoring and management platforms (i.e. Cision, PR Web, etc.)
- Email marketing management platforms (i.e. Mailchimp, Campaign Monitor, etc.)
- Search Engine Optimization tools (i.e. Raven SEO Tools, Scribe SEO, Moz, SEMRush, etc.)
- Google Analytics and various other web analytics

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

- Account Management experience in a digital marketing advertising agency
- Minimum bachelor's degree in communications (i.e. Public Relations, Marketing, Digital Media, Advertising, Journalism, etc.)
- 3+ years of relevant work experience, ideally working in an agency and managing accounts
- Specific hands-on experience managing marketing efforts in a fast-paced environment
- 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

Agency Entourage Core Values:

- Collaboration, working and contributing in a team environment
- Being accountable to our clients, AE and for ourselves
- Operational excellence, precise execution, while not sacrificing quality
- Trust, transparency and being candid with team members and managers
- Strive to achieve our greatest potential for clients, AE and ourselves

The Perks:

- Full benefits: health insurance, life insurance, retirement benefits, holidays, PTO
- Regular Recurring Raises for Outstanding Work
- Employee Life Milestone Celebrations
- Annual Employee Outings: SXSW, State Fair of Texas, Chili Cookoff
- 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 send a resume along with your salary history and requirements to careers@agencyentourage.com. You can learn more about Agency Entourage at www.agencyentourage.com

No phone calls, please.