



ACCOUNT MANAGER

RedShift is a top tier Digital Marketing Agency located in the heart of Pittsburgh, PA. We pride ourselves on clear communication, transparent pricing, ROI, and going above and beyond what you would expect from your typical Marketing & Advertising agency. As with most teams and families, there's something we all share at RedShift. In our case, it's coming from agencies or businesses where we thought, "there's gotta be a better way."

At RedShift, we've come together to form that "better way." Each of the differentiating factors you see about us— being data-driven, customer-centric, transparent, ego-free, and dedicated to results—these are qualities we didn't find at previous homes, but we've established here. **We're currently looking for an experienced, creative and energetic Account Manager to join our growing firm.**

As an Account Manager at RedShift, your main duty will be to develop and manage digital marketing strategies with our clients, and help them achieve their digital marketing goals. Some of their goals may include better online presence and impressions, better lead generation or more streamlined marketing and sales processes. The Account Manager role is integral to our customers success, satisfaction and, ultimately, loyalty.

This is a strategic role that will primarily involve building client relationships through regular, proactive and value-added communication, driving account strategy, overseeing timely campaign execution, and finally, team leadership and development.

Candidates should be familiar with all aspects of online marketing and be able to show a track record of successful outcomes with account management, performance and leadership.

NATURE AND SCOPE:

This position works under the direction of the Vice President with exercise of independent judgment. This position is responsible to help clients reach their key performance indicators (KPIs)/goals, managing projects to keep within scope, and being the primary point of contact for clients.

(continued on next page)



ACCOUNT MANAGER

(continued)

REQUIREMENTS:

- 3+ years of digital marketing experience (working with cross-functional teams is a plus)
- 3+ years of experience with Google Analytics
- A solid understanding of the dynamic interactive marketing industry (marketing principles, web development, measurement and analytics, internet technology, UI/UX, content strategy, etc.) and the ability to “connect-the-dots” across channels and touchpoints
- In-depth knowledge of and direct experience working with online marketing tools and technology including PPC, SEO, content marketing, social media marketing (including paid social) advertising, and email campaign strategy and execution
- Excellent understanding and knowledge of social media platforms
- Strong ability to Integrate and analyze data from all forms of online media including paid search, organic search, display, email, social media, etc. to make decisions, optimize accounts and accomplish clients’ high-level goals
- Basic understanding of UI/UX including, but not limited to, best practices, tools, conversion rate optimization, A/B and multivariate testing, etc.
- Working knowledge of Google AdWords and Google Marketing Platform and G Suite
- 3+ years of experience in customer service
- Sense of ownership and pride in your performance and its impact on company’s success
- Critical thinking and problem-solving skills
- Accustomed to taking the initiative to innovate and solve problems without direct supervision and/or direction
- Team player
- Good time-management skills
- An exceptional work ethic and the willingness to go above and beyond to get the job done while maintaining a supportive, empowering and positive attitude
- Exceptional written and verbal communication skills
- Strong analytical skills and business acumen are a must along with the ability to be detail- and deadline-oriented while overseeing multiple projects
- Bachelor’s Degree in Marketing or equivalent experience

DUTIES AND RESPONSIBILITIES:

- Build long-term relationships with clients
- Investigate and determine clients’ business objectives and the role we fill in meeting those objectives
- Develop best-in-class digital marketing solutions for clients based on their goals and objectives
- Account and campaign strategy development, ongoing results analysis, optimization and strategy refinement
- Plan and oversee delivery of digital strategies for clients
- Set up a list of KPIs to track for each client
- Driving and delivering flawless client service by maintaining exceptional relationships with key decisions makers
- Account direction and management including setting client expectations, project plans, budgeting and forecasting, and overseeing quality and accuracy of deliverables
- Prepare for and attend all client and internal meetings, present reports, and daily communication with client
- Research and pursue opportunities for client growth
- Creation of proposals, monthly reports and changes in client gameplan
- Assistance with research and presentations for new business development as necessary
- Embrace thought-leadership by staying up-to-date on industry news, technology trends and best practices and complete quarterly CE courses as assigned
- Achieve and maintain Google Analytics Certification
- Dependably demonstrates a relentless obsession with values alignment, communication, accountability, and service

CONTACT US:

If you feel you’re ready to start your career with RedShift, are eager to take on the duties and responsibilities we’ve outlined, and meet the requirements for our Account Manager position, then we’re eager to learn more about you, and to tell you more about us.

Please send your resume and cover letter, along with salary requirements, to:

Abby Mundell | Vice President | RedShift
abby@redshiftdm.com

