

JOB DESCRIPTION

Account Manager - Client Servicing

Key Requirements:

- Prior work experience of at least 3-4 years in a client servicing/account management role in a digital marketing agency
- Strong knowledge of Social Media Marketing, SEM, SEO, Affiliate Marketing, and other streams of the digital marketing ecosystem.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Familiarity with digital marketing tools and platforms (Google Analytics, Facebook Ads Manager, Google Ads, etc.).
- Strong communication, presentation, and negotiation skills.
- Proven team management experience
- A process-driven approach, exemplary time management, and organizational skills for efficient project management and team coordination
- Comprehensive understanding of performance marketing strategies and metrics (such as ROAS, CPA, and conversion rates), especially within the automobile industry, including trends and consumer behavior.
- Ability to collaborate with creative teams to develop performance marketing creatives tailored for the automobile industry.

Key Responsibilities:

- Lead the team, ensuring a positive onboarding experience for new clients and overseeing their seamless integration.
- Proactively engage with clients through calls, emails, and meetings, building rapport and addressing needs while maintaining accurate client records.
- Act as the primary contact for high-profile clients, understanding their needs and collaborating with the team to exceed expectations.
- Be the primary contact for any concerns or escalations.
- Lead the creation and delivery of impactful client presentations, reports, and meetings, showcasing strategic value and campaign outcomes.
- Conduct industry and competitor research to inform client strategies and develop a deep understanding of client goals and digital marketing needs.
- Collaborate with internal and creative teams to co-create and develop campaign strategies aligned with client objectives, ensuring marketing materials resonate with automobile consumers and drive engagement and sales, resulting in measurable results.
- Set and ensure team's compliance to internal processes and standards for timely and quality deliverables and communication.
- Cater to the team's hiring and training needs while ensuring appropriate workload management and motivation in the team.

- Identify growth opportunities within the client portfolio to maximize revenue and expand services.
- Ensure creative strategies align with performance goals, particularly in the context of the automobile industry.
- Stay updated on emerging online trends and best practices in digital marketing.