

JOB DESCRIPTION

Assistant Account Manager - Client Servicing

Key Requirements

- Bachelor's degree in Marketing or any related field
- 2.5 - 4 years of proven experience in client servicing or account management within a digital marketing agency.
- In-depth knowledge of the all round digital marketing ecosystem, marketing strategies and various online channels.
- Demonstrated success in managing multiple client accounts and driving results.
- Excellent presentation and negotiation abilities.
- Strong time management, organizational abilities, and attention to detail.
- Strong command of Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Proficiency in marketing analytics and reporting tools.

Key Responsibilities:

- Collaborate with the team to assist in the preparation of proposals and presentations for potential clients, ensuring they align with the client's needs and the agency's capabilities.
- Build and nurture strong client relationships through exceptional after-sales service, ensuring client satisfaction and long-term partnerships.
- Facilitate a seamless onboarding experience for new clients, helping them navigate the agency's processes and services.
- Regularly engage with clients through various communication channels, including phone calls, emails, and face-to-face meetings, addressing inquiries and providing updates.
- Maintain accurate and up-to-date records of existing and potential clients, tracking their preferences, interactions, and project statuses.
- Respond promptly and professionally to client inquiries, resolving issues and concerns to uphold client confidence in the agency's capabilities.
- Serve as the primary day-to-day point of contact for assigned clients, understanding their unique needs and acting as a liaison to internal teams.
- Conduct research and compile insights to prepare client presentations, reports, and conduct in-person client meetings, highlighting campaign performance and strategic recommendations.
- Stay updated on industry trends, competitor activities, and emerging digital marketing best practices to infuse innovative strategies into client portfolios.
- Understand client objectives and digital marketing needs comprehensively, encompassing SEM, social media, display advertising, email marketing, affiliate marketing, and more.
- Collaborate closely with the internal team to drive campaign strategy and development, ensuring alignment with client goals.



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- Participate in new business pitches, contributing insights and ideas to showcase the agency's value proposition effectively.
- Continuously research and stay informed about evolving online trends and advancements within the digital marketing landscape.
- Exhibit excellent time management and organizational skills, managing multiple client projects simultaneously while meeting deadlines.

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