



# A Wonderful Job Description

Role - Digital Account Manager

Start Date: July 2021

## **Agency Overview:**

Wonderful is an agency that leads digital transformation in user and customer experiences. Our team of UX designers, strategists, developers, creatives and digital marketers take complex digital problems and deliver Wonderfully simple solutions for some of the world's biggest brands. With clients including KLM Airlines, GE Healthcare, RS Components, Mind, HSBC, Diageo and Dreamland there's plenty of exciting projects to work with.

Wonderful has a culture full of energy and aspiration. With collaboration as a core value, we have built a team that blends skill sets, viewpoints and expertise to deliver the highest standard of work that balances creativity and technology through a clear agile, UX framework. We've worked hard to make sure that those working at Wonderful are part of a team doing meaningful work; we even work from our own coworking space, WonderHub, a place built to inspire innovation and collaboration.

## ***Are you a Wonderful person?***

### **Overview**

We are looking for a confident, enthusiastic and digital account manager with a passion for technology and marketing. The successful candidate will be required to work as part of the client services team and will focus upon developing and retaining key client relationships for a selection of the agency's biggest clients.

The Digital Account Manager, and wider account management team, are the bridge between our clients and the agency. They are responsible for ensuring that the agency is meeting the client's needs, working with all the key functions that go into creating the agency's digital output. They will deliver account growth by constantly solving problems, managing internal and external communications, and driving projects to completion.

You will be actively involved in creating digital campaign briefs from clients and liaising with the teams to implement. You will manage digital campaigns and retainers across SEO, PPC,



Creative, Content, Social and web, ensuring that these are completed on time and within budget. You will need to be a problem solver and a great communicator in order to understand the client's needs and to be able to work in a very fast paced environment.

As the main point of contact for these clients, you will be expected to develop the relationship further, ensuring this client maximises results from our wonderful services.

This is a hugely exciting role for a talented account manager to develop their skills in a fast growing agency.

Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### **Core Responsibilities**

- The day-to-day management of client accounts
- Developing innovative, high-quality digital solutions maximising client spend
- Input and 'get your hands dirty' on digital activities
- Working closely with production and project managers to present and rationalise your work internally and to our clients
- Identify ways to grow accounts, and present & sell creative digital marketing outputs/ solutions to facilitate this
- Optimize web content to increase traffic and improve SEO
- Report on web performance metrics
- Analyse digital campaigns success
- Develop high-quality high-performance standards for all the agency's output.
- Maintain records of meetings, decisions and key actions through our CRM
- Ability to work under pressure and deliver projects within deadlines

### **Required Skills**

- 2-4 years account and/or project management experience in a digital environment.
- Proven client management & account management skills
- In-depth knowledge of digital marketing activities and disciplines including hands on experience
- Hands on experience with SEO/SEM and CRM software
- Ability to understand client requirements & goals and identify opportunities to



expand on an existing client brief to deliver wonderful results from across the digital marketing mix

- Excellent relationship builder, personable, flexible and persuasive.
- Experience implementing and optimizing Google Adwords campaigns
- Strong analytical skills

### **Desired Additional Skills**

- Google Analytics qualifications
- SEO and Paid Media qualifications
- HubSpot certified
- An Innovative thinker, energetic and commercially astute
- Confident, dynamic, ambitious and creative & able to act quickly on new ideas.

### **Remuneration**

Your starting salary will range from £26,000 to £30,000 dependent upon experience. A bonus of £2,000 is accrued every 6 months, when we hit a minimum of 90% of our predefined financial targets. Your basic salary will be reviewed at your annual review.

### **Benefits**

The main benefit at Wonderful is working with a great team, in a great environment. We are part of our own coworking / office environment called WonderHub - [www.wonderhub.space](http://www.wonderhub.space) and we have regular events and gatherings.

Other benefits include:

- 23 days holiday
- Hybrid remote / office working
- Flexible hours (upon request and reviewed on an individual basis)
- Company pension scheme
- Ongoing Training & PDP
- Regular team days out & events

### **To Apply**

To apply for this role send your CV and portfolio to [recruitment@bewonderful.co.uk](mailto:recruitment@bewonderful.co.uk)