

## Account Manager



### Scope of Work and Responsibilities

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WSI Smart Marketing consists of a team of digital marketers who is currently looking for a candidate with marketing “magic” talent. We are seeking a part-time (with potential to full-time in roughly 3-6 months) Account Manager to assist in managing the company’s client portfolio. This position is starting at 15-20 hours per week and would report to our Marketing Division Director.

#### Your Key Responsibilities:

- Manage, set up, and work on the day-to-day task for marketing accounts (SEO, Paid Search, Email Marketing, Reputation Management, and more)
- Create reporting packages consisting of Google Analytics, Google Data Studio, keyword rankings, conversion tracking, paid search reports, and any additional reports
- Monitor and analyze marketing campaigns on an ongoing basis
- Manage content marketing strategy for WSI and its clients
  - Proofread and edit content
  - Write 1 blog per month for WSI website
- Identify upsell opportunities to the sales department
- E-mail, call, and meet with clients for meetings (in-person/virtual)
- Ongoing communication with clients
- Create case studies for presentations and websites
- Generate reviews for WSI from happy clients
- Support the sales department with various tasks
- Answer phones and take messages in a professional and friendly manner
- Maintain professional and friendly online reputation of the business

## Ideal Candidate:

- Junior or Senior status from a 4-year college or university, preferably in Business, Marketing, or Communications
  - 1+ years of experience in online marketing (preferred)
- Stellar communication and written skills
- Proficient in Microsoft Office and Adobe Creative Suite (preferred)
- Ability to meet deadlines effectively and multi-task between projects
- Strong organizational skills with attention-to-detail
- Must be a team player, energetic, positive, results-driven, and flexible
- Passion for digital marketing!

## Our Mission:

- Contributing to the success of our clients and partners
- Placing people before profits

## Our Core Values:

- Integrity – We are an established ethical company, placing honesty and fairness above profitability
- Success – We strive for excellence while contributing to the prosperity of our clients, employees and community
- Partnerships – We treat our partners as we would like to be treated, and we pursue win-win partnerships with like-minded companies
- Innovation – Our team stays on the cutting-edge of our industry
- Community Support – We contribute to trustworthy organizations that make a difference in the lives of disadvantaged people

## WHAT WE OFFER

Benefits vary depending on part-time or full-time employment status.

- Fun and dynamic office environment
- Collaborative and supportive staff
- Competitive compensation
- Health insurance
- Vacation
- Retirement
- Work travel
- Inside Sales Bonus Program