

Account Manager

(part-time will turn into full-time)



Scope of Work and Responsibilities

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) Account Manager to assist in managing the company’s digital marketing client portfolio. This position is starting at 15-20 hours per week and would report to our Marketing Division Director.

Key Responsibilities:

- Manage, set up, and work on the day-to-day tasks for digital marketing campaigns (including, but not limited to, SEO, Paid Search, Email Marketing, Reputation Management, Social Media, and more)
- Create marketing reporting packages consisting of Google Analytics, Google Data Studio, keyword rankings, conversion tracking, paid search reports, and various additional reports
- Monitor and analyze digital marketing campaigns on an ongoing basis
- Manage, proofread, and write blogs for content marketing strategy
- 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
- Collaborate with the Production team on various campaigns and initiatives
- Answer phones and take messages in a professional and friendly manner
- Maintain professional and friendly online reputation of the business

Ideal Candidate:

- Holds (or is in process of receiving) a degree in Business, Marketing, or Communications (1+ years of experience 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:

WSI Smart Marketing exists to passionately partner with national and local businesses by leveraging the power of the Internet. We provide exemplary world-class service, transparent communication, and tangible performance of our digital marketing efforts and provide an empowering and safe environment for our team. We promote overall health, happiness, and growth throughout our organization.

Our Core Values:

- Integrity
- Transparency
- Partnerships
- Innovation
- Community Support
- Success

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