

## Account Manager



### Scope of Work and Responsibilities

WSI Smart Marketing is a family-owned Santa Rosa based Internet marketing agency that is part of WSI, which is the world's largest, most experienced digital marketing network. With 15+ years in the industry, our agency has a strong record of success that includes award-winning website design. As technology has evolved, we have expanded to offer more than just an attractive and effective online presence for our clients. Working with the latest online tools, we help our clients to succeed online and create wealth for their businesses. The most valuable part of our organization is our team of highly skilled individuals. We are proud of our agency's positive workplace culture. We foster a strong sense of collaboration, communication, community, and family.

#### **Essential Functions:**

- 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
- Reports to Cynthia Mordecai, Marketing Division Director

#### **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. We believe it's our friendly and innovative culture that leads to great ideas and breakthrough marketing strategies. It's through our values we embrace better in all we do.

## **Our Core Values:**

- Transparency – By committing to being transparent with our clients and team members performance, reporting, and communications, we are able to provide honest results, backed by data, that we can optimize and continually improve.
- Integrity – By adhering to the highest possible moral principles of integrity, we offer our team members and partners alike honest answers, true feedback, and campaign recommendations regardless of any negative impact on our own business or career.
- Success – By requiring success as a value for both our clients and our team members, we are positioned well for both our clients' growth and our team's growth.
- Partnerships – By viewing our team members, clients, and suppliers as partners, it allows us the ability to attach healthy emotion to every relationship, therefore increasing clear communication, true accountability, regular reliability, predictable results, and trust.
- Innovation – By refusing to get “stuck” in old ways, innovation allows our team the chance to change, adapt, pivot, and discover new opportunities for our client's growth and our team member's careers.
- Community Support – By focusing on community support and involvement, we can work together as a team to establish meaningful relationships with our team members, local people, non-profits, and businesses therefore giving back to a community that's given so much to us.

## **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
- Medical, Dental, Vision, and Life Insurance

- Vacation
- Retirement
- Work Travel Opportunities
- Inside Sales Bonus Program

**Work Site:**

Usually, all work will be done in an in-office setting. Occasional off-site work, meetings, or training may be necessary.

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required for this position. Duties, responsibilities and/or activities may change, or new ones may be assigned at any time with or without notice.

WSI is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our team.