

JUNIOR DIGITAL ACCOUNT MANAGER

JOB DESCRIPTION

Web Solutions for Business

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Company No. 2004/015557/07 VAT No. 4720218884

Overview

Bluegrass Digital is looking for a Junior Digital Account Manager to join our team.

You will assist the Digital Account Manager to help manage a portfolio of client accounts. You will ultimately be responsible for assisting with the smooth running of the client account. It will be a very hands on approach and you will get involved with a lot of the daily operational tasks required to ensure a smooth running of the clients account.

You will work closely with both the Key Digital Account Managers to ensure the quality and fulfilment of Bluegrass Digital's products and services.

Experience

- Graduate with a marketing degree / diploma or 1+ years' experience working within a digital agency / client environment
- Experience in the online / digital / brand agency environment a PLUS (*but not essential*)

Responsibilities

Account Management

- Assisting the Key Account Manager with the communication between the client and the design / development teams
- Assisting the Commercial Director to create client proposals as part of the sales pitching process
- Proactively looking for opportunities to upsell additional Bluegrass services to your clients
- Assisting with ensuring that all client contracts are in place, client invoices are prepared and that pricing is captured correctly
- Proactively look for marketing strategies and online improvements to suggest to clients
- Sending ad-hoc client email marketing campaigns via a bulk email sending platform

Project Management

- Assisting the Project Managers with the delivery of clients website projects
- End to end project testing
- Helping to ensure that projects are delivered on time, to specification and budget
- Ensure the development team has the feedback required for projects to progress

SEO Account Management

- Assisting with SEO keyword analysis
- Assisting with on-page SEO improvements i.e. Meta Data, Google Webmaster Tools improvements etc
- Assisting with researching, identifying and establishing link partnerships to improve SEO results
- Assisting with the measurement of important KPI's using Google Analytics and other 3rd party tools
- Proactively present recommendations to the Key Account Manager
- Creating the monthly reports for clients SEO campaigns

Knowledge & Skills Advantageous

- Microsoft Office skills (Excel, Word, PowerPoint)
- Understanding of basic Internet technologies (HTML) – *not expected to code anything*
- Basic Photoshop skills would be advantageous
- Understanding of any CMS products like Umbraco, Wordpress CMS etc would be advantageous
- Basic understanding of Search Engine Optimization (SEO) would be advantageous
- Email Marketing experience using bulk mail email platforms would be advantageous

Personal Attributes

- Good command of the English language, both written and verbal
- Good communication skills, both written and verbal
- Good numeric and analytical skills would be advantageous
- A passion for the online industry a true digital enthusiast!
- Eager to learn and grow
- Computer (IT) and web literate
- Organized / attention to detail oriented

Province: Western Cape

City: Cape Town

Type: Permanent

Job level: Junior

Salary: From R 4 000 + based on knowledge and experience