

Digital Account Manager

About us

Cognition is a leading UK digital marketing agency, based in Birmingham, but with a global footprint. We pioneer a blend of marketing, technology and psychology to create successful marketing and sales strategies that deliver impressive results for a breadth of organisations across multiple sectors. We are HubSpot Diamond partners and one of the largest and longest established partner agencies.

The Role

We are looking for a digital marketer and account handler to join our team. You will manage a number of accounts day-to-day; building excellent relationships with client stakeholders and ensuring the profitable delivery of projects and campaigns. The role is digitally focused; you will manage campaigns using a range of digital platforms, channels and tactics.

The Person

The ideal candidate will be passionate, motivated and driven. An excellent communicator, you will be comfortable working with the specialists across the agency to bring people together and make things happen.

You will thrive working in a fast-paced environment and able to manage several different projects simultaneously, ensuring each is delivered within quality, time and budget requirements. You will immerse yourself in your client's accounts; understanding their goals and their challenges, and striving to ensure the work we do for them delivers successful results.

You will have a strong delivery focus; making sure projects are planned and executed on time on budget and to the highest standard. We are looking for someone comfortable managing digital projects and campaigns and experienced using CMS platforms.

Responsibilities

- Manage a portfolio of clients ranging across different industries

- Taking direction from account director to delivery marketing campaigns
- Ensure the strategy is on track - delivering results and meeting the objectives through regular measurement (against objectives and KPIs), review and refinement
- Ensure all tasks are delivered on time and on budget - using the agency time management system to ensure all roles are recorded correctly and delivered within budget
- Ensure all processes from brief to delivery, are carried out to a consistently high standard
- Manage internal and external resource ensuring they are delivery on track and on time to the campaign
- Regular client contact and attending meetings at clients' sites (some national and international travel may be required)
- Creating weekly and monthly reports - and presenting to clients - to show performance of strategies and campaigns, provide insight and inform next steps
- Identify new opportunities and deliver non-organic growth across your accounts
- Advise clients on digital best practice and latest innovations and trends
- Tracking and reporting on the effectiveness of strategies and campaigns. Showing KPIs and results against targets and having the ability to analyse and interpret data to provide insight and recommendations for future activity
- Managing time and costs and ensure projects are delivered within budget

Experience and skills

- Minimum of 2 years agency experience
- Experience with HubSpot is desirable
- Experience of managing a portfolio of B2B and B2C client accounts
- Understanding of the SME market and the nuances that make working with mid-market businesses different to large corporate brands
- Good understanding of the different marketing channels, tactics and tools available
- Ability to write a clear brief for projects, based on client requirements, and brief to the agency teams
- Confident in presenting to clients
- Strong interpersonal and communication skills
- Excellent written and verbal skills
- Great eye for detail
- Experience of using website CMS's and email communication tools (e.g. HubSpot, WordPress, Campaign Monitor, Mail Chimp, etc.).

Nice to haves

- Experience of marketing automation



- Experience of Google drive and Office suite
- Experience using Google Analytics
- Experience with HubSpot is desirable

Benefits

- 25.5 days holiday per year
- Discretionary annual bonus
- Flexible working hours and 3 days working from home
- Working with a vibrant team in a modern office in the centre of Birmingham
- Regular social events
- Macbook

