

Account Manager - PPC

Job Specification

Greenlight Marketing
Level 14, Broadgate Tower,
London
EC2A 2EW

+44 (0)20 7253 7000

<http://www.greenlightsearch.com>

Job Specification

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|-------------------|---|
| Title | Account Manager |
| Holiday | 20 days paid leave + discretionary Christmas break |
| Benefits | Gym membership <i>or</i> BUPA healthcare <i>or</i> +3 days paid leave (after probation) |
| Start Date | ASAP |

Manage strategy and delivery of PPC campaigns to Greenlight clients. Manage the process of campaign delivery and any partner relationships between Greenlight (mainly the search engines). You are also key to the delivery of strategic change, meeting set revenue targets, discovering new revenue opportunities including identifying up-sell possibilities.

Establish and maintain strong client relationships through proactive account management, to include regular face to face meetings, regular communication, and structured reporting. This will involve ensuring that clients' expectations in terms of campaign deliverables, service and efficiencies are met and exceeded as well as achieving a high rate of client retention and satisfaction.

The Account Manager is also expected to provide regular updates on client status and campaign performance to the Senior Search Manager/Director.

Project Manage – Campaign Performance & Development

- Analyse campaign results, identify and explain any variance from targets.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the campaigns.
- Work with the team to analyze results of AB tests and recommend campaign changes and updates.
- Work with the PPC analyst/s to assess the performance of campaigns through timely qualitative and quantitative analysis.

Project Manage – Communication & Reporting

- Communicate project/campaign development plans to clients, keeping them up to date on changes and issues.
- Effectively communicate daily, weekly and monthly campaign performance by producing all necessary reports and analysis in an effective, timely and tailored manner.
- Present campaign results and strategy at senior management level, whilst considering the variety of knowledge levels within the audience.
- Communicate with clients on a regular basis; this also includes a weekly telephone call and one face-to-face visit per month discussing campaign performance, development and ongoing strategies.
- You will effectively manage customer & staff relationships, promptly responds to queries, ensure promises are kept and manage expectations.
- Maintain frequent communication with account base to assess customer satisfaction, inform clients of product enhancements updates, best practices etc.

Project Manage – Business Development Opportunities

- Take a detailed and analytical approach to researching and analysing opportunities to increase revenue.
- Identify new business opportunities, executing clear up-sell and cross-sell strategies.

Deliverables

- Ensure day-to-day operations are aligned with campaign strategies.
- Provide weekly status reports for the Senior Account Manager/Director.
- Plan, review and execute project plans.
- Provide consultation on custom development projects.

Person Specification

- You will have excellent report-writing, analytical and project management skills with acute attention to detail.
- You will have strong communication skills in all disciplines including written, oral, email and presentation.
- Must be able to prioritize tasks in a fast-paced environment along with the ability to accept interruptions as part of the routine.
- You have a good understanding of what it takes to maintain and develop the most productive client relationships.
- You are capable of hands on problem-solving, with ability to generate ideas and solutions.
- Customer focus with the ability to explore and understand customer needs, the buying cycle, how brands operate, consumer behaviour and product insight.
- The ability to generate creative solutions and move rapidly on implementation.
- The ability to understand both business and commercial drivers for new initiatives.