



Brave digital. Expertly done.

# Senior Account Executive

## Job Description

**Client Services**

Greenlight Digital Ltd

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# The home of **GREENLIGHT**

From dynamic working, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT  
WE DO



## Job specification

Title: Senior Account Executive (SAE)

### Job purpose

Our Client Services department is the glue that binds Greenlight's full suite of digital services together and you'll be a core member of this talented, multidisciplinary team. Reporting to one of our Account Directors, you'll be responsible for delivering the digital strategies of two major retail clients. These clients major in SEO, but your responsibilities may span everything from paid and organic search through to video production and website builds. Naturally, therefore, you'll have a broad knowledge of digital channels and the way in which they function together, and you'll have plenty of your own views and opinions on the future of digital innovation. You'll be helping oversee the clients' strategies, working closely with our award-winning channel delivery teams, to ensure that our strategies are delivering against targets and forecasts, and that all of our deliverables are on track and to schedule. You should have excellent multitasking skills, a creative way of thinking and a strong understanding of how retail brands operate. You'll be in constant contact with your clients – be that by email, phone, or in regular face-to-face meetings – meaning that you're always drawing on your excellent written and spoken communication skills, as well as your innate ability to forge strong relationships. We have included a list of roles and responsibilities below, but we also expect you to be brave, think outside of the box and come to the team with new ideas about how we can improve processes and performance for our clients.

### Role & responsibility

- Working directly with clients to plan, forecast and implement online campaigns
- Regular reporting and presenting of campaign and activity performance across multiple channels (e.g. SEO, PPC & social media)
- Analysing client campaign results and related data (e.g. competitor data) to identify opportunities and anticipate any issues that might lead to a lack of performance
- Maintaining the agency's high client retention rate by developing and fostering long lasting client relationships
- Using both Greenlight proprietary technology and third-party technology and tools for planning, reporting and campaign insights
- Working alongside channel specialists to ensure timely and accurate delivery of campaigns

- Identifying the clients' need for other services and working with an Account Director to cross-/up-sell relevant services and channels
- Maintaining a thorough understanding of your clients' sector and market trends, thus positioning Greenlight as experts in the area
- Managing some of the day-to-day communications with the client by email and phone
- Ensuring that roadmaps are kept up to date and shared regularly with the client

## **Qualification & skills requirements**

- Minimum of 2 years' experience in online marketing
- Highly motivated, undaunted by rewarding hard work, and passionate about digital
- Excellent understanding of SEO and online retail
- Good understanding of key paid media and social channels
- Good knowledge of digital analytics
- Solid Excel experience with clear commercial presentation
- Excellent writing skills and a keen eye for detail
- Some experience of report writing, basic data analysis and/or interpretation
- Project management skills
- Firm understanding of the relationship between key search metrics such as impressions, clicks, visits, sales etc.
- Able to work to deadlines and prioritise and manage time across multiple clients in a fast-paced working environment
- Excellent interpersonal, communication and negotiation skills
- Brilliant networking skills, confident at developing new relationships
- Creative, strategic and innovative thinker
- Foreign language skills desirable, but not essential
- Experience with project management tools a bonus
- Forecasting experience a bonus

# What you'll get

Our people make us who we are, so to make sure we attract and retain the best and brightest in the industry, we offer an attractive benefits package. Of course, we offer the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! Daily breakfast and fruit, tick!). But not only that, there's a whole host of benefits – from discounted gym memberships and free eye tests to an employee pension scheme and enhanced maternity, paternity and adoption package. Here's a snapshot of just some of the benefits we think you might also like:

- **Dynamic working:** To keep that work-life harmony in check, we're flexible on where and when you work
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **Wellness initiatives:** Be it mental, gut, or financial wellbeing, there's a different theme every month
- **Yoga classes:** Keeping you stretching, to stop you getting overstretched! We have three virtual classes a week with our normally in-house yoga instructor
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques
- **Perkbox:** An employee benefits platform choc-a-block with discounts
- **25 days annual leave:** This increases to 28 days after three years with us, and then increases every subsequent year up to a max. of 30 days
- **Christmas closure:** No need to save holiday days for the Christmas closure period. It's on us!



# Manifesto

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We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

# Our values

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If it doesn't feel right, we speak out.

We act on our curiosity,  
and question things



The devil's in it.

So, we keep our eyes on it.

# Brands we've worked with

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The electronics specialist  
**maplin**

**ebay**

 HarperCollins.

**ghd**  
good hair day, every day

**Bright House**

  
new balance

 Electrolux

LAURA  
ASHLEY

THE  
BRITISH  
HOME  
STORE

 HURTIGRUTEN

BURTON  
MENSWEAR  
LONDON

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
HISCOX

*Rapha.*

**SIEMENS**

Currys 

極度乾燥(しなさい)  
**Superdry.**

  
MILLENNIUM  
HOTEL



**Carphone Warehouse**

VICTORIA BECKHAM

FOOTASYLIUM 

**LIBERTY**  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

  
**EURONICS**

  
Legal &  
General

  
**32Red**

# Our story

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Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.