

Account Director, Digital Marketing

Job Description

SUMMARY

The Account Director leads and mentors their dedicated team and assigned clients in both carrying out and providing strategy for Revel's digital marketing programs.

JOB DUTIES / ESSENTIAL FUNCTIONS

- Lead your team to implement programs that are tailored to clients within assigned book of business.
 - This includes performing and mentoring on all aspects of Account Services, including client communication, client strategy, and ability to tactically manage programs (ie know-how of PPC Ads management).
 - Oversee and perform regular in-depth analyses of digital campaigns (ex: PPC, paid social, email), and mentor/train Account Coordinators and Account Strategists and Specialists to support in your analysis and understand your approach.
 - Ensuring all programs within assigned book of business are being executed at the highest caliber and with the Revel way in mind.
 - Lead the team to further develop the Revel way of working across channels and identifying those areas which need improvement.
 - Develop and lead clients' digital marketing engagements; provide strategic recommendations that execute against clients' online business objectives.
 - Develop quarterly marketing strategies and present plans to achieve client KPIs.
 - Create digital marketing budgets to support client goals and forecast results (ex: revenue or leads).
 - Consistently analyze program performance for book of business;
 - Identify new areas for growth and efficiency.
 - Recognize when a pivot is needed and changes tactics that aren't working or capitalize on initiatives that are successful.
 - Identify potential project risks, implement appropriate course of action to address the situation and develop on-going strategies to mitigate risk.
 - Lead, mentor, and oversee strategy planning.
 - Review and approve all internal teams' plans supporting scope of works.
 - Nurture and grow relationships and scopes with assigned book of business.
 - Build and nurture strong relationships with clients by acting as a trusted partner.
 - Ability to maintain an in-depth knowledge of client businesses and core audiences, and navigate complex client organizations.
 - Ensure scopes of work are executed to exceed expectations within scoped hours, including all identified aspects of scopes of work, both tactically and for account service initiatives.
 - Assemble thought leadership point of view's (POVs), proposals, reporting and high-level client communications.
- Mentorship and training of Account Coordinators and Account Strategists on assigned programs. Includes earned and paid initiatives.
 - Paid initiatives include but are not limited to Google Ads, Bing AdCenter, Facebook Business Manager, affiliate marketing via Pepperjam or LinkShare, and other paid marketing campaigns for assigned roster of clients.
 - Earned initiatives may include email marketing, and search engine optimization (SEO).
 - Knowledge of how all of the above work together and ability to do basic management of each, is required.
 - Must demonstrate the continued desire to expand skill set for program optimization of all assigned digital channels.
- Provide frequent progress reports regarding online marketing efforts and performance metrics to external team members. Proactive oversight, mentorship of team on how to improve and management of programs, including but not limited to:

- Budget management, bid management, ad swaps, audience building, A/B test reporting, regular optimizations to improve assigned tactics, and ensure quality assurance (QA) of optimizations.
- Proactively strategize & present account optimization recommendations to stakeholders: Effectively communicate performance trends, issues that need attention, and recommendations to all project stakeholders.
- Tell the story to your clients of program performance, utilizing reporting provided by your team, and your own analysis, of KPIs.
- Create and evaluate internal and client-facing performance reports.
- Stay up-to-date on and monitor industry trends, and communicate these learnings with the internal team, and pass along relevant trends with your clients, regularly.
- Initiate, grow & maintain vendor partner relationships (ie Google, BrightEdge, Facebook rep, etc.) and bring back knowledge sharing to the greater Revel team and your own team.
 - Seek out opportunities to expand Revel's brand or service offerings, and educate the team on the offerings (on weekly hangouts, via email, in regular team meetings, etc.).
- Utilize Revel's project management toolset and communication with your manager, to self manage priorities of tasks, and flag any foreseeable deadline conflicts and to communicate with your internal team the status of assignments.
- Provide feedback and solutions to your manager and Revel's leadership on how to further your growth, client's growth, your team's growth and Revel's growth.
- Provide sales support for Revel's business development efforts in both upselling current book of business to expand, and referring potential new business to Revel.
- Support Revel's culture through living the values, and participation in, as well as leading initiatives and quarterly projects focused on Revel's growth.

SKILLS & QUALIFICATIONS

- Bachelor's degree
- Demonstrated ability to grow revenue organically within client relationships
- 5-7 years of practical experience in managing relationships comprised of digital performance deliverables (paid media including pay per click and paid social, SEO, email, affiliate and web analytics; other channels are a plus such as Amazon)
- 3-7 years of experience in an Account Management role within a digital services business such as performance agency or management consulting
- Ability to simultaneously direct team for assigned book of business in both the big picture (strategic) and in the weeds (detail) views of client programs
- Quantitative analytical skills and aptitude
- Effective in a variety of formal presentation settings and commands audience attention
- Dedicated to meeting and exceeding expectations of partners, establishes and maintains effective relationships with customers
- Consistently demonstrates positive attitude and upholds Revel's values
- Experience in some form of a leadership role
- Adept at communication both written and oral at a level expected by our clients' C-Suite
- Ability to train team members on most aspects of programs for which you're assigned
- Excellent Excel skills
- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Word, PowerPoint, etc)
- Experience with Google Ads, Bing network, and Facebook Business Manager (Facebook / Instagram)
- Excellent interpersonal skills, including strong written and verbal communication skills
- Aptitude and desire to learn quickly when facing new problems, relentless learner, open to change
- Ability to mentor your Revel team in adapting, learning and facing change
- Ability to handle multiple assignments with effective resolution of conflicting priorities
- Action oriented, enjoys working hard and facing new challenges

- Experience with a project management tool (ie Asana or similar)
- Google Ads and Google Analytics certifications
- Experience with Search Engine Optimization
- High comfort level using the internet as a research and/or shopping tool
- Self starter who seizes opportunity
- Experience or know how with the following is a plus:
 - Display program management
 - Affiliate Marketing
 - Email Solutions Provider (ie Klaviyo)
 - CRM Programs
 - Feed management
 - Enterprise SEO Platform Tools
 - Pixel QA

REVEL VALUES

- Carpe Diem
Revel is a team of go-getters and doers, who possess the ability to work individually and as a team. We greet everyday with intent and purpose.
- Humor in the Everyday
Revel is serious, but our team is lighthearted. We enjoy working together and laughing as a team.
- Partnership with Our Clients
Revel aims to bring exemplary service and straightforward consultation to our clients, working as an extension of your team as an honest and unbiased partner. We're in it for the long haul.
- Respect & Openness
Revel believes in cultivating respect, with each other and with our partners. We believe in integrity, responsibility, accountability, and professionalism.
- Courage
Revel is courageous and curious at our core. We step outside the comfort zone because we have a desire to learn and grow, for ourselves, for each other, and for our partners.
- Insights into Data
Revel is passionate about the "why." We provide realistic and smart ideas and deliver actionable insights and recommendations based on strategic investigation and analysis.