

Sr. Account Coordinator, Digital Marketing

Job Description

SUMMARY

The Sr. Account Coordinator supports a dedicated team and assigned clients in carrying out Revel's digital marketing programs.

JOB DUTIES / ESSENTIAL FUNCTIONS

- Creation, management & optimization of assigned programs.
- Build, drive and optimize client's marketing programs. May include 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 on several digital channels, and/or mastery of a single digital channel for your assigned clients.
- Perform regular in-depth analyses of digital campaigns (ex: PPC, paid social, email).
- Provide frequent progress reports regarding online marketing efforts and performance metrics to internal team members. Daily management and analysis of program performance, including but not limited to:
 - Budget management, bid management, ad swaps, audience building, A/B test reporting, regular optimizations to improve assigned tactics, and quality assurance (QA) of optimizations.
 - Proactively present account optimization recommendations to Digital Strategists and Directors
 - Tell the story, to your internal team and clients, behind your clients' KPIs; confidently interpret trends and make recommendations based on their ROI, CPA, CPC, CTR and ROAS goals, or unique KPIs that might exist by client.
- Create and evaluate internal and client-facing performance reports.
- Proactively come up with, and collaborate with your team to formulate ideas that are tailored to each client's goals.
- Listening and participating in internal strategy planning for all assigned clients. Participation on client calls and demonstration of ability to communicate program achievements and deficits for managed tactics, internally and externally.
- Stay up-to-date on and monitor industry trends, and communicate these learnings with the internal team regularly.
- 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.
- Support Revel's culture through living the values, and participation in, as well as leading initiatives focused on Revel's growth.
- May act as the Account Lead role or Project Manager role.

QUALIFICATIONS

- Bachelor's degree
- 2-4 years of previous applicable experience
- Quantitative analytical skills and aptitude
- 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 handle multiple assignments with effective resolution of conflicting priorities
- Action oriented, enjoys working hard and facing new challenges
- Google AdWords and Google Analytics certifications



- Familiarity 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 followings:
 - Display program management
 - Affiliate or Email Solutions Provider (ie Mailchimp)
 - Feed management
 - Project management tool (ie Asana or similar)

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 consult 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.