

Account Manager

Job Description

Employment Type: Full-Time

Expected Weekly Hours: 40

About Intellitonic Intellitonic empowers clients to use digital marketing strategies to tell their stories clearly and impactfully. As thought leaders in the digital space, we educate and deliver visible, trackable results to clients. With offices in Bellingham, Los Angeles, and Brisbane, Australia, we are proud to be a local business with international impact.

Intellitonic is a B Corp and is actively working toward a global economy that uses business as a force for good. We work with a wide variety of clients, creating and maintaining SEO, SEM, paid social media campaigns, web dev, and digital presence audits—our work is either directly with clients or via other agencies or media organizations. Learn more at intellitonic.com.

About Our Clients

Below is a sample of who we currently work with and want to target:

- Direct contact:
 - Primary: Medium-to-large businesses in the following industries:
 - Health and wellness
 - Architecture, engineering, and construction firms
 - eCommerce (including but not limited to games, toys, and more)
 - Credit unions and banks
 - Other B Corps
 - Secondary: Nonprofits
 - Partnerships (white-label capacity): Publishers and other advertising agencies
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Executive Summary

The Account Manager oversees a select book of accounts (of both Intellitonic's direct clients and partner clients) by working in close collaboration with the fulfillment teams to strategize and execute on client work. This position focuses on strategy, communication, creativity, and measurable results delivered to the client via monthly reporting. This is a fast-paced position that requires critical thinking and cross-team collaboration. This position reports to the Accounts Team Lead.

Responsibilities (80%)

Account management

- External client relationships
 - Own client relationship post-sales: provide white-glove service to accounts and serve as primary point of contact for all client-facing questions and coordination of service work
 - Maintain an understanding of the client's business, products, processes, goals, and KPIs to be able to articulate to internal cross-functional teams what's needed at any point in the client lifecycle
 - Meet with clients to review reporting on a monthly basis (30–60 min per client), either in person or via video call to review new products, services, offerings, etc. that may be relevant for marketing strategy, review work completed the previous month, review report including data highlights, and confirm ongoing strategy
 - Continually leverage data insights, client goals, and industry best practices to ensure our clients remain visible in their respective categories
 - Provide administrative support, including status reports, meeting scheduling, budget tracking, competitor reviews, etc.
 - Overall, stay on top of clients, their services, requests and budgets, including recognizing scope change, and knowing when to scale our services or escalate any issues to the Accounts Team Lead
- Internal team relationships

- Facilitate effective communication between internal Intellitonic teams, client-side project stakeholders, and other outside agencies (as appropriate)
- Communicate with Intellitonic staff as a part of monthly service work to assure Intellitonic service teams have the information and assets they need to maintain progress
- Coordinate and monitor ongoing service work to ensure seamless and integrated digital marketing execution
- Conduct ongoing account planning with the account management and sales teams to ensure all opportunities and challenges are understood, solutions are identified, and the account is being successfully serviced
- Serve as the bridge between Intellitonic and client
 - Monitor for and resolve problems related to overall web health and ongoing service work by investigating, identifying solutions, and notifying the service team, Accounts Team Lead, and client
 - Stay abreast of new SEO, SEM, paid social media campaigns and website developments and incorporate into ongoing account management

Reporting

Reporting is typically completed on a monthly cycle for all clients via a PPT presentation over a 30–60 min call. Monthly custom client reports are created as follows:

- Define, monitor, analyze, and work with service staff to report on progressive KPI's, work completed, and goal completion
- Review respective platform data and pull out highlights and additional reporting metrics
- Review and report on industry trends, benchmarks, and news
- Prepare reports that include recommendations, proposals, and upsell materials for regular client meetings using Intellitonic templates
- Track performance and delivery trends and report both internally and externally

Miscellaneous

- Work with and learn about the agency capabilities – SEO, SEM, paid social media campaigns, web dev, UX, ADA audits, and more
- Work with Accounts Team Lead to onboard new clients as necessary

- Develop and improve upon Account Management processes and procedures with the goal of increased efficiency and a higher customer retention rate
- Work collaboratively with all Intellitonic Teams (Account Management, Sales, SEO, Paid Ads, and Web Dev) to achieve objectives and optimize revenue through strategic and creative means
- Work with service teams (SEO, Paid Ads, and Web Dev) to organize and disseminate work, complete new strategies, and improve upon ongoing processes

Special Projects (20%)

Identify and work with various project team leads as necessary e.g. EDI, product and service development, creating and pitching new services, identifying and removing bottlenecks, etc.

Qualifications

- 2 years experience in a client-facing role at a digital marketing agency or within a digital marketing role on the client/brand side
- Demonstrable experience in relationship management or account management with close involvement in delivery of complex project work
- Strong analytical abilities and the ability to carefully manage details & insights to grow relationships, identify, and solve problems
- Ability to work with a diverse range of personalities while juggling multiple projects at once
- Ability to focus and work under pressure during tight deadlines with humor, tact, and professionalism
- A strong strategic thinker, excellent communicator, and fast learner who can think on their feet
- In-depth knowledge of digital marketing, internet technologies, social media, and mobile
- Self-motivated, proactive team player who takes initiative and is not afraid to roll up their sleeves and dive deep into problems to identify new solutions

- Must have proficient knowledge of communication tools, progress tracking tools, CRMs and Google Workspace
 - Critical thinker who can create refreshing strategies for internal and external clients
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Benefits & Culture

- Paid salary on bi-weekly basis
 - Ability to work remote as long as expectations are communicated to the team
 - 401K matching up to 4%, available 6 months after start date
 - Medical, dental, vision, and life insurance - available 2 months after start date
 - PTO and sick leave - available 2 months after start date
 - 10 paid holidays plus birthday
 - Gym benefit
 - Nonprofit donation matching
 - Ability to select job title
 - Continuous education and training available
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Application Instructions

To be considered, please send a cover letter and resume to our Accounts Team Lead, Samantha Hale, at samantha@intellitonic.com and Founder & Director, Courtney Rambo, at courtney@intellitonic.com with *Account Manager* in the subject line.