

# Account Manager

## Job Description

**Employment Type:** Full-Time

**Expected Weekly Hours:** 40

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 Melbourne, Australia, we are proud to be a local business with international impact.

As a certified B Corp, Intellitonic 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.

We pride ourselves on strong relationships, strategic thinking, and exceptional communication. We're looking for an energetic, client-focused professional who can bridge the gap between strategy, reporting, and execution.

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## Executive Summary

The Account Manager manages and grows select accounts across Intellitonic's direct clients and agency-partner clients. Account Managers work in close collaboration with end clients and internal teams to strategize and execute on services. This position focuses on strategy, communication, and delivering measurable results to the client through work plan coordination, ongoing communication, and regular reporting. This is a fast-paced position that requires critical thinking and cross-team collaboration.

The ideal candidate is an excellent communicator and presenter who can confidently lead client meetings, tell compelling performance stories through data, identify growth opportunities, and collaborate closely with fulfillment teams to ensure client success.

## Responsibilities

### Account and Relationship Management

- Provide white-glove customer service as the primary point of contact for all client-facing communication and coordination of service fulfillment work
- Own client relationship post-sale, including administrative support, reporting, meeting scheduling, budget, competitor reviews, etc
- Meet with clients on a regular basis to review reporting, discuss business updates that may be relevant for marketing strategy, review work completed, and confirm ongoing strategy
- Maintain a strong understanding of each client's business and marketing objectives, using performance data, industry best practices, and emerging digital marketing trends to inform strategy and identify growth opportunities
- Ensure alignment on strategy, work plan, and communications with internal and external stakeholders at all points in the client lifecycle
- Collaborate with internal teams to ensure projects are delivered on time, within scope, and aligned with client objectives
- Build long-term client relationships that drive retention, satisfaction, and account growth

### Internal & External Communications

- Understand, prioritize, and clearly communicate client products, services, goals, and relevant changes to fulfillment teams
- Ensure internal teams have the information and assets needed
- Coordinate and monitor digital marketing fulfillment to ensure seamless and integrated cross-team execution
- Conduct ongoing account planning with fulfillment teams to ensure all opportunities and challenges are understood, solutions are identified, and the account is being proactively serviced
- Monitor for and resolve problems related to overall digital presence health and ongoing service work by investigating, identifying solutions, and notifying the fulfillment Team Leads, Accounts Team Lead, specialists, founders, and client as needed
- Facilitate effective communication between internal Intellitonic teams, client-side project stakeholders, and other outside agencies

## Monthly reporting presentations to clients

- Define, monitor, analyze, and work with service staff to report on progressive KPI's, work completed, and goal completion
- Review respective platform data, pull out KPIs, and performance highlights
- Review and report on industry trends, benchmarks, and news
- Prepare reports that include analysis, recommendations, proposals, and upsell materials using Intellitonic or agency partner-branded templates
- Track performance and delivery trends and report both internally and externally

## Miscellaneous

- Work with and learn about agency capabilities: SEO, SEM, paid social, web dev, CRO, ADA audits, and more
- Support Biz Dev and 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 to achieve objectives and optimize revenue through strategic and creative means
- Work with service teams to organize and disseminate work, complete new strategies, and improve upon ongoing processes
- Identify and work with various project team leads as necessary e.g. product and service development, create and pitch new services, identify and remove bottlenecks, etc.

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## Qualifications

- 2+ years of 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 and 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

- Strategic thinker with strong problem-solving skills and refreshing, strategic ideas
  - In-depth knowledge of digital marketing, internet technologies, social media, and mobile
  - Self-motivated, proactive team player who takes initiative and can dive deep into problems to identify new solutions
  - Must have proficient knowledge of communication tools, progress tracking tools, CRMs and Google Workspace
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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 Founder & Director, Courtney Rambo, at [courtney@intellitonic.com](mailto:courtney@intellitonic.com) with *Account Manager* in the subject line.