

Account Executive

Remuneration:	negotiable cost-to-company
Benefits:	Data/Cell, Travel Allowance
Location:	Cape Town
Remote work:	Remote work allowed optional
Education level:	Diploma
Job level:	Junior/Mid
Own transport required:	Yes
Travel requirement:	Occasional
Type:	Permanent
Reference:	#Africa/AE
Company:	Black Snow Agency

Black Snow Agency is on the hunt for a best-of-breed **account executive** who has a **minimum of three (3) plus years'** relevant experience in **digital account management**. The person we are looking for is dynamic, profit-driven, strategically minded, has loads of digital marketing experience, connected, great fun and able to sell at the highest level.

In order to succeed you will need digital marketing agency experience across all platforms – Social Media, SEO and (SEM) marketing but not limited to and would include some traditional marketing channels.

About you:

Confident, entrepreneurial, self-starter able to identify and seize opportunities and build trust with key internal and external stakeholders.

You will be working closely with the client services team to support the effective delivery of all projects across a broad spectrum of clients and brands, which demands an extremely high level of organisation and attention to detail.

The Role:

To manage and administer our client's accounts to the benefit of both clients and agency with the purpose of creating the best possible communication in order to become an indispensable source of our client's competitive advantage.

Account Management:

The position involves consistent liaison with key clients and interaction with production regarding the projects in the system.

- Responsible for client communications, conflict resolution and compliance on client deliverables and revenue
- Build and maintain strong client relationships through regular contact (meetings, email and phone)
- Work with operational team to ensure campaigns are implemented and up and running in a timely manner
- Stay on top of the performance of each campaign and optimise where necessary
- Ensuring that client needs and requirements are understood, interpreted and communicated accurately and that their expectations are managed at all times

- Identify opportunities for up-selling and cross-selling existing clients
- Continuously stay up to date with market trends
- Ensure high standard of customer service at all times
- Always ensure client accounts are up to date ensuring monthly recons are done, reports are sent out and accounts are paid up
- Ensure quality control measures, quality of work and any set timelines or KPIs are maintained
- Must be capable of compiling contact and status reports and writing up briefs
- To produce reports on a weekly, monthly and annual basis

Strategy:

Play an advisory role on client engagements, serving as a strategic advisor to both account leads and clients.

- Perform detailed evaluation of client business environment including customer needs, capabilities/assets, and competitive realities to identify unique market opportunities and threats.
- Proactively keeps abreast of assigned clients' marketing and media plans, and provides technological solutions including rich media, site optimisation, promotional ideas, mobile, social networks, viral, etc.
- Partner with creative, technology, analytics and account management to ensure successful project hand-off and work is appropriately positioned for long-term success.

Requirements

- South African citizen
- Own reliable transport
- Tertiary Qualification or equivalent industry experience
- **Minimum of three (3) years' senior experience in a digital marketing agency role**
- Superior communication skills, both internal and client-facing
- Very tech-savvy
- Experience with Financial and budget control
- Thorough knowledge and understanding of all digital work types, terminology and how these integrate to deliver on campaign objectives **(NB)**

Note: Please append an electronic copy of your CV in an MS Word/PDF format with your application via email.

Benefits: Yearly performance bonus, Travel allowance and cellphone allowance

Advantageous:

- Bilingual English and Afrikaans (written and spoken)
- Meta, SEO, Google AdWords and Google Analytics Certification an advantage.

Personal skills/attributes:

- A hands-on and professional approach with both clients and team members
- Highly attentive to detail - you are a "well-organised" freak
- Prepared to work late (if needed) go the extra mile!
- Must be able to perform under pressure and deliver on fixed timelines
- Must have excellent ability to work with people within cross-functional teams
- Must have strong networking, facilitation and negotiation skills
- A strategic and creative thinker who is confident, self-motivated, articulate and practical.

If you have not heard back from us within 14 working days, please note that your application has been unsuccessful.

Company Description

Established in October 2009, Black Snow is one of the top digital marketing agency in South Africa, servicing smart brands globally.

Posted on 12 Apr 10:16, Closing date 10 Jun

Apply

HR Department

hr@blacksnow.co.za

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