

Current Vacancy – Job Description



Job Title:	Digital & CRM Account Manager	Lime Business Unit:	Digital & CRM
Reporting to:	Head of Digital & CRM	Location:	Within 1.5 hours travel of Bromsgrove, Worcestershire
Job Profile:	<p>Digital & CRM Account Managers are part of the team involved in planning, developing and managing clients' digital strategies to improve their web presence and achieve their digital marketing goals. The responsibility of this sits with the Head of Digital, with whom you will work closely with to support and in turn deliver what the client requires. In addition, they are involved in building and managing relationships with existing and potential clients as well as suppliers.</p>		
Job Description:	<p>We are looking for an experienced and self-driven Digital & CRM Account Manager to join our marketing team! As a Digital & CRM Account Manager, your main duty will be to develop and manage digital marketing strategies with our clients and help them achieve their digital marketing goals.</p> <p>Some of their goals may include better online presence and impressions, better lead generation or more streamlined marketing and sales processes.</p> <p>Your role will be extremely important for customer success, satisfaction, and ultimately, loyalty.</p>		
Main Duties and Responsibilities:	<ul style="list-style-type: none"> • Build and maintain long-term relationships with clients • Help investigate and determine clients' wants and needs • Deliver and implement digital strategies for clients • Always work towards those goals • Project manage new websites or website refreshes from design through to launch • Optimise web content in order to improve SEO • Analyse the effectiveness of digital campaigns and interpret the data • Sound CMS knowledge – in particular WordPress • Good knowledge of email marketing software – such as Mailchimp • Knowledge and understanding of Marketing Automation – including process mapping • Good knowledge and understanding of CRM systems and Data management • Recommend, design and implement digital projects to increase their ROI • Help to prepare reports which will be presented at Board level on digital campaign progress • Keep abreast with new trends in digital technology 		
Hours of work:	Full Time - 37.5 hours per week	Salary:	Competitive package related to skills and experience

<p>Technical Skills and Experience:</p>	<ul style="list-style-type: none">• At least 2 years of working experience in a Digital and CRM role, preferably with an Agency background• 2 years of experience with SEO/SEM and CRM software• 2 years of experience with Google AdWords and Google shopping campaigns• 2 years of experience with website project management• In-depth knowledge of online marketing tools and technology such as Google Analytics• Experience of managing budgets would be beneficial• CIM or MA in Marketing or similar relevant field• Experience of managing external suppliers
<p>Personal Skills and Attributes:</p>	<ul style="list-style-type: none">• Sense of ownership and pride in your performance and its impact on the agency's success• Critical thinker and problem-solving skills• Team player• Flexible• Good time-management skills• Great interpersonal and communication skills• Self-motivated• Methodical approach• Ambitious and Driven <p>Note:</p> <p>We currently have a Hybrid working model which involves:</p> <ul style="list-style-type: none">• Sometime working from home• Sometime visiting and working with clients at their locations or other venues• Sometime meeting up with other agency colleagues for both broader communication sessions and specific sessions related to client projects