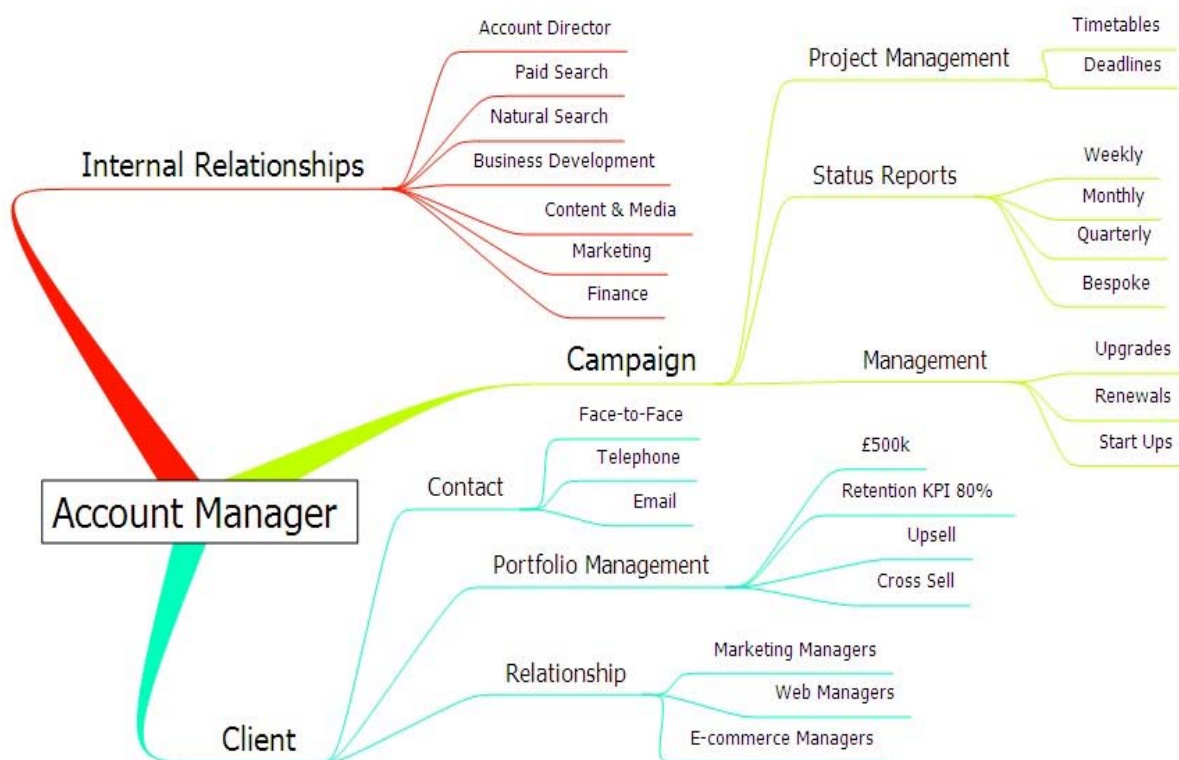


ACCOUNT MANAGER

Do you love innovative digital marketing environments? Would you like to help some of the world's biggest companies bring their brands to life in search and social media spaces including Google, Yahoo! MySpace and del.icio.us, in a fast-paced, award-winning agency?

iCrossing requires an Account Manager to proactively retain and develop the client relationship and income to iCrossing. You will be responsible for a wide portfolio of Blue Chip clients and manage your portfolio as though you are managing your own business. You will be the link between the client and the iCrossing's technical department.

MAIN DUTIES



PERSONAL SPECIFICATION

Part of what makes iCrossing as successful as it is are the highly motivated people who work here and their enthusiasm for online marketing. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through. An inspiration to your colleagues, you'll have passion and a commitment to getting things done while always placing the client at the centre of everything you do.



SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED

- Pro-active and responsive insight into client expectations and requirements
- Experience of managing accounts and relationships for multiple clients
- Experience of presenting to clients at a senior management level
- A good understanding of what it takes to maintain and develop the most productive client relationships
- Must be comfortable working towards defined Key Performance Indicators (KPI's)
- Must be able to quickly understand the client, their products and their industry
- Beyond an initial training period you must be able to describe the elements required to produce an effective SE campaign
- Experience in project managing campaigns, co-ordinating team members, developing timetables and setting deadlines in order to achieve client objectives
- Excellent organisational and time management skills
- Ability to create and maintain accurate/accessible and organised documentation
- Ability to effectively communicate daily campaign performance by producing all necessary reports in an effective, timely and tailored manner
- Ability to present campaign results and strategy at senior management level, whilst considering the variety of knowledge levels within the audience
- Ability to identify and convert new business opportunities
- Strong listening, questioning and communication skills
- Ability to effectively manage customer & staff relationships, promptly respond to queries, ensure promises are kept and manage expectations
- Ability to keep and maintain confidential information, client information and internal products
- Ability to analyse results, identify and explain any variance from targets
- Good working knowledge of full Microsoft Office suite
- Ability to produce intricate data and sales analysis
- Ability to work as a part of a team, contributing and sharing best practices/knowledge/resources and ideas

SKILLS, KNOWLEDGE AND EXPERIENCE DESIRED

- Experience of search engine marketing and affiliate or banner advertising channels
- Knowledge of Google advertising professional standards
- Understanding of the importance of personal development and ability to work toward achieving agreed actions
- Understanding of the importance of demonstrating respect and confidentiality regarding company and client information
- Knowledge of search i.e. able to state the difference between major search engines

COMPANY INFORMATION

iCrossing, formerly known as Spannerworks in the UK, is a global digital marketing agency that combines talent and technology to help world-class brands attract, engage with and acquire customers.

The agency connects digital marketing services – including paid and natural search marketing, social media and content, display and creative, user experience and web development – to create digital marketing strategies that deliver compelling brand experiences and unrivalled ROI.

iCrossing works with world-class brands including Coca Cola, HBOS and Virgin. Founded in 1997, the agency employs over 550 people worldwide with over 100 people in the UK.

HOW TO APPLY FOR THIS POST

Email a recent CV and covering letter to jobs@icrossing.co.uk

