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Senior Account Manager – Digital

Hertford, United Kingdom . Operations . June 2019

Description

Vouch Global are a social communications agency, specialising in Influencer Marketing and Social Media Advertising (Google, Facebook, Instagram, Youtube, TikTok).

With over 16 years heritage in the social media industry, we are a new age digital media agency.

We believe the social media and influencer marketing industry has become complacent – putting its fear of change ahead of clients' need for growth.

We are not the industry. Vouch is looking for a digitally savvy Account Manager to join our team in Hertford.

You will be coming from an account management role and wanting to advance your career into a senior account management role.

We are looking for a stellar Senior Account Manager with social & digital marketing experience to join us.

You will be responsible for the day-to-day management of both the internal account managers at Vouch and various client campaigns, including complex digital marketing and advertising campaigns, influencer marketing campaign launches and video content projects. You must be able to bring people together to make things happen.



Requirements ESSENTIAL FUNCTIONS

- Report directly to the Managing Director
- Manage internal account managers
- Manage multiple projects, timelines and resources simultaneously
- Collaborate with remote teams to design, develop and implement digital projects
- Communicate with the team and ensure all members are on board with delegated tasks
- Deliver projects on time, within scope, ensuring quality standards are met
- Anticipate potential risks or problems and act proactively to resolve issues
- Create, maintain and update detailed project plans that will drive schedule, resource and client management
- Regularly update key stakeholders on project status
- Plan digital campaigns from the initial stages through to final delivery
- Continuously assess processes and recommend improvements
- Analyse the success of client campaigns, producing reports and data analysis as supporting evidence
- Oversee the project's financial budget, notifying stakeholders of cost implications, changes to budget, spending and cost changes
- Coordinate and manage the creation of all digital content such as websites, blogs, press releases, infographics, videos etc
- Coordinate and manage the creation of social media content
- Track project deliverables and match those with agreed deadlines
- Report on success criteria for projects by measuring results
- Creation of case studies following the completion of successful campaigns



QUALIFICATIONS

- Knowledge of digital marketing and Facebook advertising
- Proven experience of effectively managing digital projects from brief through to delivery
- Get up to speed immediately and self-manage
- Be able to think on your feet and problem solve
- Comfortable navigating through ambiguity of all kinds to create clarity
- Ability to work under pressure, change direction when required and work on a variety of client projects at the same time
- Communicate clearly, directly and professionally with internal and remote staff, freelancers and clients
- Excellent time management skills
- Distill complex data into executive summaries for clients
- Be extremely organised, have a deep understanding of workflow, scheduling and prioritisation
- Be confident in your ability to oversee, manage, communicate and coordinate projects and people
- Lead, empower, facilitate and communicate with staff and clients at all organizational levels
- Be able to use Slack, Google Suite, Time Tracking & Project Management tools, etc

Email us your CV and covering letter to: careers@vouchglobal.com