

# Account Manager

**Date:** January 11, 2022

**Position:** Permanent, Full-Time

**Salary from:** \$60,000

**Location:** Winnipeg, MB, Canada

**Remote Work:** We're Flexible

## Our Agency

AdEasy Inc. is a digital marketing company that specializes in the development and management of online advertising campaigns for traditional businesses. Our head office is located in Winnipeg, Manitoba, Canada, in the historic Exchange District.

## About the Role

The Account Manager is responsible for developing digital media plans and proposals for clients while overseeing and analyzing digital marketing campaigns. An understanding of platforms such as Facebook and Google Ads is essential and content writing experience is a big asset. Account Managers are expected to be digital marketing experts, great communicators, and have an unwavering desire to continue learning. If you thrive in a fast-paced, collaborative working environment, the role of AdEasy Account Manager is perfect for you.

## Primary Responsibilities

### *Developing Campaign Strategies*

As the Account Manager, you're the main point of contact for AdEasy's clients. It will be your responsibility to identify the right solutions to help them grow their brands online, including:

- Developing and presenting digital campaign strategies
- Preparing campaign proposals for clients
- Writing creative briefs and briefing the creative team on the ask
- Showcasing KPIs to determine success for B2C, B2B, CPG brands
- Leading our team brainstorming sessions

### *Industry Research*

Researching the industry of your client portfolio, their competitors, and market trends, and then recommending media placement options for:

- Paid search (ppc)
- Social advertising (Facebook, Instagram, LinkedIn)
- Online video (YouTube)
- Programmatic and retargeting campaigns

### *Client & Campaign Management*

AdEasy prides itself on being a trusted digital partner for our clients. We sell them the right solutions to grow their business, and we help them understand the best way to invest online to reach their customers. Therefore, the Account Manager role is extremely important in maintaining our brand image and reputation, and ensuring our clients campaigns deliver the results they expect. Responsibilities include:

- Managing client relations and expectations
- Organizing campaign media assets
- Setting up and launching new digital campaigns
- Post-launch testing and revising campaigns to ensure software is connected and working as intended
- Working with our Media Buyers to audit campaign performance and communicate results to our clients in terms they can understand
- Monitoring and reporting to the executive team on campaign performance
- Implementing optimization tactics to improve the performance of campaigns
- Developing ongoing reports for campaign performance (i.e., CPM, CPC, CTR, CPA, ROI)

## What We're Looking For

We're looking for people that have industry experience, who are able to join our team and manage a full client portfolio. Therefore, these are the minimum experience requirements for this role:

- *Industry Experience* - Minimum 2 years agency experience in digital marketing
- *Education* - University degree or college diploma in a related field
- *Proven Track Record* - Experience successfully managing client relationships
- *Digital Savvy* - Understanding of major search and social networks
- *Dedication* - You're driven to be exceptional at digital marketing
- *An Open, Active Mind* - Eagerness to learn new tactics, platforms, and processes
- *Reliable* - Willing to do what it takes to hit project deadlines
- *Organized* - Ability to prioritize and manage multiple projects
- *Poise* - Confidence to talk to clients in any situation
- *Understanding* - Care for our client partners' needs and goals
- *Team Player* - We work hard around here, but we also find time to actively decompress and have fun together

## Experience Bonus Points

- Managing Google Adwords campaigns
- Setting up and launching FB ad campaigns
- Creating marketing automation funnels
- Launching email campaigns
- Setting up and managing e-commerce campaigns

## Why Work At AdEasy?

### *Unleash Your Creative Side*

AdEasy is a digital marketing agency that prides itself on its collaborative, fun environment for employees. Our team gets sh!t done but we also have a blast with our Monday team morning breakfasts, Friday hangouts after work, and the many internal events that are planned throughout the year.

### *We Want You To Succeed*

Employee development is also very important in the agency and the team regularly attends (now virtual) conferences, watches interesting educational courses, and learns new platforms and software all together. We want to build you up to be the best Account Manager you can be and to make you say, "Wow, I've learned so much since becoming a part of the AdEasy team. I feel super smart. Woo!"

### *We're Changing The Industry*

We want to be the agency that stands by what we believe in, like transparency. It's why our prices are on our website, it's why we have honest conversations whether things are going well or not as expected. We want to make online advertising accessible for brands of all sizes.

Some of the companies that trust AdEasy:



### Why It's Better Here

- Competitive salary
- Custom development roadmap
- Fun company events
- Extended health care
- Dental care
- Vision care
- Paid time off
- We have really good snacks

### Hey, This Sounds Perfect for Me!

Ready to join the AdEasy team? Not gonna lie, we're pretty awesome. And just wait 'til you see our beautiful office. Apply here: [Job Applicant Survey](#)

Not the right position for you? Have a look at some of the other spots we're currently hiring for (and tell your friends): [adeasy.com/category/careers](https://adeasy.com/category/careers)