

Client Advisor

Date: January 11, 2022

Position: Permanent, Full-Time

Salary from: \$90,000

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

Being an AdEasy Client Advisor means being responsible for developing sales and managing client accounts. Experience in client relationship management, a drive to find new opportunities for growth (for both us and you), and a keen understanding of Facebook and Google Ads is what you'll need to knock it out of the park here. If you thrive in a fast-paced, truly collaborative working environment where we all wear different hats and regularly colour outside the lines, you're going to love being an AdEasy Client Advisor.

Primary Responsibilities

New Business Development

One of the most important tasks of the Client Advisor is to grow the agency's sales by sourcing new clients, maintaining current client relationships, and developing new sales plans and goals. A driven sales personality and not being afraid to cold call businesses is essential for succeeding in this role.

Creating Campaign Strategies

As the Client Advisor, you're the main point of contact for AdEasy's clients, alongside Account Managers. Therefore, it's your responsibility to identify the right solutions to help them grow their brands online. Some responsibilities include:

- Developing and presenting digital campaign strategies
- Preparing campaign proposals for clients
- Showcasing KPIs to determine success for B2C, B2B, CPG brands
- Leading our team's 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 Client Advisor role is extremely important in maintaining our brand image and reputation, and ensuring our client campaigns deliver the results they expect.

Responsibilities may 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
- 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

Enthusiastic people with marketing/advertising industry experience, who are able to help us manage and grow our client portfolio. Our minimum requirements for this role are as follows:

- *Industry Experience* - Minimum 5 years agency experience in digital marketing
- *Education* - University degree or college diploma in a related field
- *Proven Track Record* - Experience successfully managing client relations and growing sales
- *Digital Savvy* - You understand major search and social networks and how to grow our clients' business online
- *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; acute attention to detail
- *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
- Creating content for clients (e.g. video scripts and storyboards, ad copywriting)
- 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 Client Advisor 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