

## ABOUT THE AGENCY

Orchard is a full-service digital marketing agency that seamlessly blends the ambition and intuition of digital natives with the acumen of proven brand and advertising experts. Grounded in data analytics, we lead our clients by employing robust digital marketing and measurement programs that drive business results.

## GREAT TALENT. FIRST & FOREMOST

Orchard's team of talent is diverse in their backgrounds and expertise and we're always looking for awesome people.

## JOB DESCRIPTION: SENIOR ACCOUNT MANAGER

A Senior Account Manager at Orchard is an energetic and detail-oriented member of the Client Services team and is responsible for the day-to-day management of the client relationship and business. With a strong digital acumen business and marketing logic, an Orchard Senior Account Manager is responsible for the managing all elements of client engagements including scope definition, strategy development, budgeting, management of marketing programs, implementation, campaign reporting & success metrics.

## RESPONSIBILITIES

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Proactively responsible for the consistent daily management of assigned accounts with the primary goal to ensure the projects are delivered to exceed client expectations, on time and on budget.

- Strong digital acumen and a willingness to push your own thinking and the agency's work to meet clients' goals
- Capable of strategy development of integrated digital marketing plans
- Develop knowledge of clients' business, competitive challenges, and how key strategic issues could impact client/agency objectives
- Clearly establish objectives and priorities for client initiatives
- Manage multiple projects simultaneously, across businesses
- Develop project briefs based on client/agency input and share briefs with clients and internal teams
- Develop project work plans and track budgets
- Develop proposals and statements of work
- Be the organizational center of projects – manage projects, problem solve, and lead flawless execution
- Advocates for the business internally, and keeps the agency team informed, focused, and enthused about the work and the business
- Works with analytics to analyze campaign results, draw conclusions and proactively make recommendations to optimize the client's program
- Maintain direct, timely, and appropriate communications with clients, as well as ascertaining the client's wants versus needs and effectively communicating to cross-functional teams
- Lead meetings (internal/client) and deliver presentations clearly, effectively and confidently
- Reporting up to direct report on account/project status
- Excellent verbal and written communication skills in a client-facing environment

## REQUIREMENTS

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- 3-5 years' agency experience
- Majoring in Marketing, Advertising, Journalism, Business, or similar
- Strong understanding of Digital Marketing and multi-channel tactics (Search, Social Media, Display/Video)
- SEM/SEO experience is a plus
- Solid knowledge of integrated marketing within an agency account management environment
- Web & tech-savvy. Able to become Google AdWords/Analytics certified
- Proficiency with Microsoft PowerPoint, Excel, and Word



## KEY TRAITS

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- A strong work ethic with the ability to take initiative and work under pressure
- Exceptional communication skills, both orally and in writing
- Superior interpersonal skills and be able to create a rapport with all people across departments
- Positive and service-oriented mindset
- Self-motivator, problem solver with a pro-active mindset
- Keen listener
- Strong attention to detail and excellent follow-through skills
- Possess strong organizational skills and the ability to multi-task
- Strong digital acumen

ORCHARD IS IN THE HEART OF CINCINNATI'S RENAISSANCE NEIGHBORHOOD – OTR.

Think you'd like it here? Send us your resume at [pammcdonough@growatorchard.com](mailto:pammcdonough@growatorchard.com)

