

Marketing Account Manager

Job Description

Job Type: Full-time

Location: remote-based

WHO WE ARE

VendCentral is a family-friendly, digital marketing agency that specializes in the refreshment services industry. We build long-lasting, collaborative relationships with our clients and are known for our industry passion and authentic marketing approach. Our company culture promotes a healthy work/life balance and encourages personal and professional growth.

Our team works as a unit to deliver the best experience for our clients. We are looking for an enthusiastic contributor who can work independently but who also enjoys collaborating with others, sharing new ideas, and thinking outside the box.

WHAT YOU'LL DO

We are looking for an enthusiastic Marketing Account Manager who will work with clients and develop programs resulting in sales and customer growth. In this role, you will spearhead client communication, build marketing strategies, and detail promotional calendars. This person will manage the coordination, administration, and timely execution of cross-functional projects with the graphic designers and web development teams.

- Serve as the primary contact between VendCentral and assigned client(s).
- Work collaboratively and consistently with clients to understand their needs, obtain information, and deliver timely results.
- Develop marketing strategies, monthly promotional calendars, determine custom blog topics, and LinkedIn strategies for obtaining new customers.
- Write custom, marketing-oriented copy for websites, and social media posts, as well as coordinate with subcontractors to produce any additional copy.
- Coordinate resources and collaborate with graphic designers to design websites, web landing pages, social media creative, banners, brochures, flyers, email campaigns, and support materials for sales presentations, grassroots marketing, community partnerships, and trade shows, as well as graphics for TV monitors located in micro-markets.
- Translate client feedback into industry terms; make recommendations.
- Track and analyze internal KPIs. Provide and assess quarterly analytic reports with clients. Make recommendations/adjustments in strategy to meet benchmarks.
- Deploy email marketing campaigns via Mail Chimp/HubSpot/Other.
- Write copy for newsletters and press releases.
- Deliver happiness through outstanding customer service.

QUALIFICATIONS & SKILLS:

- 3+ in Marketing/client relationship experience
- Lots of enthusiasm
- Excellent copywriting skills
- Proficient in Microsoft PowerPoint, Word, and Excel
- Ability to work independently and proactively
- Strong attention to detail
- Knowledge of social media platforms including Instagram, LinkedIn, Facebook, Facebook Reviews, Google Business Listings, Google Reviews, Bing, and WordPress blogs is preferred.
- Knowledge of internal communication platforms is preferred (BaseCamp, Slack)
- *Industry experience is not required.*

Benefits include health benefits, accrued two weeks of paid vacation, 5 sick days, 9 paid holidays, and paid time off the last week of December. A retirement IRA investment plan with company contributions is available after one year of employment.

This position will report to our Director of Operations.