Marketing Account Strategist

About North Shore Digital

We are a fast-growing digital marketing agency based out of beautiful North Vancouver with a remote team from around the country and clients across Canada.

Our culture is all about helping awesome people succeed online by making data make sense. The heartbeat of our company is our people who are creative, agile, and collaborative.

Our values are Sustainability, Adventure, Community, Abundance & Work / Life Balance.

The Role

We are seeking an experienced Marketing Account Manager to work alongside a small team of web developers, paid ads specialists, content marketers and technical specialists who will be responsible for managing relationships and long term digital marketing strategy for our clients in the Financial Services, Trades & Healthcare Industries.

The primary metric for this role is to transition new and current clients from satisfied to thrilled. You will be managing a diverse portfolio of clients and know you are making an impact on the success of small-to-medium sized BC & Canadian businesses.

Duties & Responsibilities

- Developing and maintaining efficient working relationships with clients and driving their long-term digital marketing strategy and vision
- Project management with the technical team to ensure campaign and task deadlines are met, and client goals are satisfied utilizing Slack & Monday.com
- Primary point of contact with clients via email, regular virtual meetings and other communication channels as necessary. Responsible for scheduling and organizing regular client and team meetings
- Marketing strategist who, with the help of our team, researches, creates & proposes marketing strategy and creative solutions to clients.
- Assisting with aspects of new client onboarding including configuring access to online accounts
- New client onboarding management and task assignments
- Regular performance analysis and reporting
- Ongoing participation in North Shore Digital meetings, training, industry and team events
- Ongoing learning regarding digital marketing

Requirements & Skill Set

- 3+ years of experience as an Account Manager with a marketing agency
- University degree in Marketing, Communications, Business Administration or Similar Specialization
- A passion, familiarity and proficiency with digital marketing industry concepts, latest trends, best practices and tools. Specifically, website development and Wordpress, paid advertising (Google/Facebook/LinkedIn), SEO, Google My Business, social media and more!
- Excellent verbal and written communication skills
- As this is a fully remote position, it is important that the right person for this role is reliable and professional. They show up on time, well organized and prepared for a regular work schedule, client and internal meetings
- Extremely organized and detail-oriented. The ability to be methodical and efficiently follow through and delegate tasks to the internal team
- The ability to quickly and efficiently research, develop and propose marketing strategy and creative solutions to bottlenecks and client pain points
- An efficient analyst who can quickly troubleshoot campaign bottlenecks and identify strategies and tactics to improve campaign ROI

Compensation

- $60,000 - $75,000 per year DOE
- Extended Benefits
- Generous vacation and PTO
- Remote work from home position
- Performance based bonuses
- Paid professional development
- Career Advancement Opportunities