



# Marketing Account Manager

## Company Overview

Top Fox Marketing (TFM) is a growing, results driven marketing agency located in Boulder, CO. We are looking for a Marketing Account Manager (MAM) to support the successful management of key accounts through client relationships and project management for marketing campaigns.

Since 2015, TFM has built its business and reputation one relationship at a time. As we've grown, so have our services and our team. But what hasn't changed is that we help brands big and small elevate their marketing, generate leads and grow their business. We take a no nonsense approach to get to the heart of each client's unique needs and determine the strategies that will move the needle.

Our team is creative, scrappy, and down to earth. We work hard, watch metrics, brainstorm impactful approaches for our clients... and occasionally head out for a hike.

## The Role

As our MAM, you will be an essential part of the team, reporting directly to the CEO. You will oversee an assigned portfolio of clients and manage additional projects as they arise. You will have the opportunity to lead your own accounts as well as support the CEO and other TFM leadership on accounts and projects.

A successful MAM will create long-term, trusting relationships with our clients, contractors and other stakeholders. You will be expected to be a detail-oriented project manager AND individual contributor. We are a team of generalists and it's important to be able to do some of the "heavy lifting" yourself. (We don't expect you to need to lift anything heavy physically.)

This position requires strong interpersonal skills since you will be facilitating communication between clients, contractors, employees and other stakeholders within and outside TFM. The position also requires a strong aptitude for obtaining results and maintaining a "can do" outlook and attitude.

## Responsibilities & Requirements

**The Job:**

- Serve as the primary point of contact for assigned clients
- Proactively manage client business objectives and internal and external expectations
- Develop trusted advisor relationships with key accounts, clients, stakeholders, contractors and vendors
- Build and manage marketing strategies for assigned accounts
- Possess strong copywriting skills
- Set up and run digital marketing campaign optimization strategies and tactics
- Set up and deliver high-quality ad and campaign performance reports
- Ensure the timely and successful delivery of our solutions according to the customer's needs and objectives
- Clearly communicate the progress of monthly / quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement
- Prepare reports on account status
- Assist with client requests or escalate as needed

**Experience:**

- 3-4 years of marketing account management experience
- Experience working with B2B companies

**Technology:**

- Proficient with the set up and management of ad platforms including, but not limited to: Google search, display and retargeting ads, LinkedIn ads, Facebook ads, and Instagram ads
- Google Analytics certification highly preferred
- Solid experience with CRM / marketing automation software including Hubspot (highly preferred), MailChimp, and Contact Contact
- Working knowledge of Sprout Social
- Google Suite, Microsoft Office

## Candidates who are a good fit

- Strategic thinkers with the ability to manage complex planning and budgets across multiple campaigns and channels
- Superb organizational skills and the ability to take initiative, work independently, successfully prioritize and manage multiple multiple tasks simultaneously
- Desires ownership over their work product and maintains sharp attention to detail
- Able to communicate, present, and influence key stakeholders at all levels of an organization, including executive and C-level
- Demonstrated proactivity by anticipating needs, planning ahead, and determining next steps
- Culture alignment with Top Fox Marketing's "do great work, attain great results, go play" philosophy

If this sounds like you, we'd love to get to know you!

## Benefits

- PTO and paid company holidays
- Winter recess
- Health insurance
- 401k
- Career development, training and mobility
- Flexible, friendly office culture
- Work from home policy

**Status:** This is a full time position

**Anticipated Start Date:** August 16, 2021 or earlier if available

If you think you are the right fit for this position, please email your resume to:

[Lindsay@TopFoxMarketing.com](mailto:Lindsay@TopFoxMarketing.com) with a subject line of "Marketing Account Manager, July 2021."

Please include why you think you are the right fit for Top Fox!