

Job Description: Account Manager – Digital Marketing

Designation	Account Manager - Digital Marketing
Qualification	MBA or PGDM with specialization in Communication Management or Marketing or Digital Marketing or PG Diploma in Communication Management from reputed institute like MICA, SIMC, XIC, ACJ, or business schools like Nirma, NMIMS, SP Jain, FMS, XLRI. Degree or Diploma in Digital communication / Mass Media or Advertising from reputed institute.
Critical skills	<ul style="list-style-type: none">) 5-7 years’ experience in Digital Media account handling.) Conceptualization, strategies formulation, execution & analytics of digital media project for reputed clients.) Digital Media Planning, Media Buying and Execution of digital media campaigns.
Location	Ahmedabad, Gujarat
Remuneration	Best in industry

Description –

-) Meeting and liaising with clients to discuss and identify their digital media promotion/ branding / campaign requirements.
-) Working with Social Media Managers/ Social Media Executives to devise digital media campaign and strategies that meets the client's brief and budget.
-) Presentation of the campaign ideas and budget to the client. Negotiating with clients about the details of campaigns.
-) Presenting creative work to clients for approval or modification.
-) Handling budgets, managing campaign costs and invoicing clients.
-) Creating a portfolio of client accounts and monitoring the ongoing activities related to them.
-) Managing, reviewing progress and delivering the client’s Digital media projects.
-) Monitoring the effectiveness of campaigns;
-) Conducting meetings with the clients as well as update them about the work progress.
-) Establishing relationships with new clients and maintaining and nurturing business relationships with existing clients.
-) Defining scope of project with client and pitches to bag the project.
-) Responsible for planning & execution of the project.
-) Documentation of client reports.

Soft Skills –

-) Good in communication
-) Presentation skill
-) Creative problem solving skill

