



Strategic Account Manager:

The role of the Strategic Account Manager (SAM) is to help develop and execute strategic marketing plans for a variety of key accounts. The SAM will be responsible for managing specific areas of our business relationships with our clients and will work closely with the various business departments to maintain and further develop the relationship with those accounts. The SAM will help to manage and support our clients to achieve strategic sales and marketing goals & objectives while working closely with our internal teams (Marketing Implementation and Creative) to provide integrated programs that support these efforts. The SAM is the main contact with all key accounts and serves as the liaison between the various business departments and our key accounts.

About Us and About You:

Vonazon is not your average digital marketing agency. We are a team of creatives, strategists, technologists, thinkers, writers, dreamers and do-ers that happen to create some really kick-ass digital marketing for our clients. We are a tight-knit team of innovative individuals that bring their A-game every. single. day. We go beyond providing services for our clients, we become a part of their team to bring them success.

This job isn't for the meek or the challenge-averse. Marketing technologies are continually evolving and there are always new platforms to explore – we need self-starters that see challenges as opportunities for innovation. We look for independent thinkers that know how to communicate compassionately to both their teammates and clients.

The right candidate will have a passion for driving innovation, exploring new technologies, and leading a team to the highest levels of excellence. Team spirit and a do-whatever-it-takes attitude is engrained in our culture here. So, if you don't have the drive to work until a project is complete or the spirit to celebrate with the team in our collective accomplishments, then this isn't the place for you. With great challenges come great reward, and we recognize not only our company's successes, but the individuals themselves.

The right candidate will be passionate about empowering their team and clients with the latest digital platforms and strategies. This position requires a wicked-smart, personable individual that is a creative problem-solver with a technologist's mind. We are a continually growing company where exciting new projects, opportunities, and innovations abound.

Responsibilities:

- Maintain and build relationships with the key accounts of the Company
- Develop and execute a sales and marketing plan for key accounts that meets or exceeds sales, marketing, and business development targets
- Grow existing service offering opportunities with key accounts while introducing new products and marketing concepts/strategies
- Serve as the daily point of contact for client projects--developing strong relationships with client, learning their business, and acting as an advocate for their needs
- Evaluate client needs and provide a clear roadmap of execution strategies to achieve campaign goals
- Provide regular interface with customers to ensure the highest level of customer satisfaction
- Provide direction to our internal technical and creative departments on key marketing opportunities with the key accounts to support the sales/marketing efforts
- Work closely with key accounts and the internal marketing department on establishing a strategic brand awareness for key accounts
- Provide regular reports to Senior Strategic Account Managers that accurately capture all client activity and client feedback
- Seek out and communicate meaningful insights from key accounts and the market
- Accurately manage expenses in accordance with budgetary requirements
- Establish and maintain knowledge pertaining to the latest digital marketing technology trends to further agency and client facing productivity, goal achievement, and overall effectiveness

Technical Expertise:

- Must be familiar with the latest digital marketing trends (i.e. Marketing Automation Platforms, Search & Social Platforms, etc.)
- Must have knowledge regarding list segmentations and buyers' personas
- Must have tried and tested some digital marketing strategies and campaigns
- Must have knowledge of different software systems that support digital sales and marketing strategies

Skills, Experience and Knowledge:

Through one to two years of sales and marketing experience you must be able to demonstrate acquired skill and measurable success in the following areas:

- Advanced communication (written and verbal), organizational, and problem-solving skills
- Strong interpersonal skills, including effective presentation and listening skills
- Building and nurturing internal and external relationships
- Solid understanding of core marketing principles, such as the structure of developing and implementing a cross-channel marketing campaign
- Ability to juggle multiple clients, projects, and tasks simultaneously while delegating to the appropriate team members in the agency



- Strong prioritization skills and proven ability to meet deadlines
- Ability to work well independently and prioritize and effectively manage your time
- Effective working in close team environment
- Knowledge and experience in business, supervision, and management
- Excellent organizational management skills
- Creative with demonstrated ability to think innovatively
- Able to work well under pressure and time constraints

Education:

- Bachelor's degree in relevant field strongly preferred
- Relevant work experience required

We have a close-knit, friendly office environment and are seeking an individual that will fit our company model and is looking for long term employment, with the ability to adapt to the needs of a small, thriving and growing business. We offer a competitive salary with benefits, PTO, and paid holidays after a probationary period.

Interested? Excited? Please email your resume and cover letter and put **Strategic Account Manager** position in the subject line to nicole.mcadam@vonazon.com