



## Senior Account Manager/ Inbound Marketing Consultant

March 3, 2022

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Office in Northfield, OH  
plus ability to work remote

Flexible work  
schedule

hourly (rate depends on experience)  
plus revenue share opportunity

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### What a Position at Front Burner Marketing Offers:

- Excellent opportunity within a highly desirable, expanding industry
- Supportive work environment where you're encouraged to learn
- Career progression path that allows you to grow in responsibility and income
- Flexible work schedule to help you balance work with family and free time
- A high degree of autonomy
- Competitive pay that is based on the level of responsibility, with revenue share available on clients you bring into the business.
- Be part of a company that values confident self-starters who embrace positivity, look for opportunities to lead, have a life-long curiosity for learning, work hard to deliver their best, demonstrate mutual respect and support the team, and maintain a sense of humor along the way. Each of us contributes to our individual and collective success and happiness.
- Ability to influence and lead the development of a growing agency.

### Responsibilities of a Sr. Account Manager/Inbound Marketing Consultant:

You'll find this position offers you the opportunity to become involved with a broad range of industries and exciting marketing tools. Responsibilities across a variety of clients will include:

- Develop in-depth knowledge of clients and their industries (e.g. goals, products, competitors, target customers, etc.)
- Create and implement marketing tactics in the areas of brand marketing, website development, search marketing, pay-per-click marketing, social media marketing, content marketing and inbound marketing, email marketing, media, direct mail and public relations.
- Manage a team that can include graphic designers, web developers, promotional vendors, and other category experts. This requires Account Leadership, being 'hands on' to support your team and clients.

- Search for opportunities to improve client outcomes. Analyze results to provide insights to clients and make strategic decisions based on these insights. This involves preparing meaningful month-end reports, reviewing results with clients, and determining next actions that are indicated. A successful candidate won't just run down the monthly task list – instead, they will look for gaps and where improvements can be made.
- Research, outline and write client content assets, including but not limited to: blog posts, website copy, case studies, whitepapers, ebooks, reports and press releases.
- Assist with client social media posting, monitoring, management, and engagement.
- Demonstrate an understanding and eventually mastery of the technologies used to run client campaigns—e.g. analytics, marketing automation software, content management systems, email solutions, social media management platforms.
- Consistently deliver quality work, on time, with high levels of efficiency.
- Effectively manage workloads, timelines, and budgeted time and expense.
- Actively participate in agency meetings and communications, and seek to share knowledge and ideas to improve the agency and our processes.
- Commit to continuous learning through agency-offered resources and outside training opportunities to stay up to date in the latest marketing tools and techniques. Take and apply constructive feedback, learn from mistakes and continually improve performance.
- Be well-prepared for calls and meetings, stay organized, take responsibility, do what's best for the client and the agency, and treat clients with honesty and respect.

### **Is This Right for You? Qualifications of The Successful Applicant:**

The ideal Sr. Account Manager/Inbound Consultant will be able to demonstrate the following Skills and Experience:

- A bachelor's degree and/or previous experience with an agency or client-side in inbound or digital marketing.
- Strong research, writing (technical and creative) and editing skills.
- Intermediate to advanced skills in core agency service areas—including: brand marketing, website development (but no coding knowledge required), search marketing, social marketing, content marketing, email marketing and public relations.
- Solid knowledge of inbound channels (SEO, social media, content marketing, email and PPC) and inbound techniques (landing pages and marketing automation). Experience with the HubSpot marketing automation platform and inbound marketing methodology is a must. ([Certifications in both](#) will be required within first two months if you don't already have them.)
- Strong social skills with the ability to work well within a supportive team environment.
- Confident, with an uplifting energy that positively affects and inspires others.

- Reliable, detailed, focused and proficient in time management, productivity, and the ability to manage both client budgets and agency profitability.
- Good with numbers, capable of working with spreadsheets to calculate budgets for new business proposals as well as summarizing the profitability of projects to which you are assigned.
- Leadership and strategic thinking. Excels at assessing situations and making decisions designed to achieve desired outcomes.
- An eager curiosity, self-motivated to figure out what to do in ambiguous situations or how to navigate unfamiliar software applications. Help will always be available, but many situations don't have clear-cut answers, so the most successful candidates are self-starters who are excellent at problem solving.
- Flexible approach to tasks and process change, willing to bring new ideas to the table and change aspects of role as it develops.
- Able to critically evaluate delivered work (landing pages, CTA's, blogs, emails etc) before it reaches a client to maintain high standards.
- Great communication skills - confident communicating results and data to clients, face to face or via video call. Proactive in speaking to clients about marketing results and campaign details.

### **How to Apply:**

If you like what you see here, then let's learn more about each other. We begin with taking a look at your resume, then setting up a phone screen to go over the details, plus give you an opportunity to learn more about Front Burner. If we both feel like we might have a good match, we'll schedule a time to meet in person.

Here is where you can submit your information and we can set up a time to talk:

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