



## Digital Account Supervisor

Reporting to the Digital Accounts Director, the Digital Account Supervisor is responsible for driving execution for client digital marketing efforts. The DAS works directly with clients, the account team, Healthcare Success' inter-dept teams and external service providers to facilitate digital marketing program execution. The DAS also supports the Digital Account Director in retaining and growing client accounts through assisting in the management of digital marketing programs.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Provide support to the Digital Account Team in a variety of daily activities, including but not limited to:
  - Assist with marketing program plan development.
  - Lead point of contact for any and all matters specific to clients marketing efforts, especially digital (SEO, PPC, social media, websites); but, may also include and traditional (radio, TV, print, direct mail) marketing.
  - Manage day-to-day activities for media/marcom development including creative trafficking, client approvals and execution of offline and online campaigns.
  - Monitor project schedules, following up with internal teams on deadlines and deliverables.
  - May assist in and/or develop creative briefs.
  - Develop/write correspondence in the form of conference reports, memos, matrices/spreadsheets and additional project related communication.
  - Assist with list procurement; work with Account Director/Supervisor and/or Marketing Manager to place list orders.
  - Assist in management of retainers and/or established budgets by keeping track of scope, hours and ensuring profitability.
  - Request recommendations and quotes from internal departments and/or external vendors.
  - Gather and organizes competitive information for use within analyses and presentations.
  
2. Assist Digital Account Team in maintaining and nurturing client relationships.
  - Coordinate new and existing accounts, focusing on client satisfaction, revenue optimization, and account growth.

- Deliver excellent customer service, resulting in satisfying, long-term relationships while managing client expectations.
- Manage multiple projects and meet or exceed deadlines.
- Collaborate with internal employees and management.
- Participate in internal client brainstorming sessions by contributing ideas for projects.
- Schedule client meetings and teleconferences for team and helps prepare materials for them
- Potential to lead weekly status meetings.
- Maintain and manage updates to status sheets and/or meeting agendas.
- Coordinate event, video and photography shoot logistics.
- Attend on and off-site client meetings. Potential to thoroughly prepare for and participate in client presentations.

3. Assist in managing inter-dept relationships to ensure deliverables are produced accurately, on time, and within budget.

- Maintain communication with Independent Contractors (ICs), internal depts., and/or external vendors, driving awareness and agreement on timeliness for deliverables.
- Identify creative output aligns with campaign objectives.
- Escalate any issues, challenges or concerns to the Digital Account Director and/or Director of Client Services.
- Track schedules closely to ensure that deliverables are met.
- Setup and management of MailChimp email deployments.

4. Gain, establish and maintain knowledge of trends in clients' services as well as overall marketing best practices, through regular review of industry specific material.

- Articles, podcasts, webinars, books, conferences, etc.
- Attend industry events that are directly related to clients' verticals.
- May represent organization at industry or skill specific meetings or conferences.
- Potential to share specific areas of expertise/knowledge with peers, developing presentations or other materials as appropriate.

5. Work closely with Digital Account Team to effectively complete creative/project brief and/or scope of work so that it is timely, top quality and within the terms of the contract.

- Provide input to Digital Account Team on ways to improve a project or process.
- Participate, and potential to lead, in pre-flight and post mortem debriefs to understand the scope of new projects, client expectations and results.

6. Perform other duties and assumes other responsibilities as apparent or assigned, including mutually agreed upon objectives.

#### **QUALIFICATIONS**

- Bachelor's degree (B.A.) in marketing, communications or related business discipline.

- 6–8 years of digital agency account management or other relevant experience. Healthcare experience preferred.
- Experience managing and executing paid digital (PPC, Social), SEO, organic social and web development.
- Google AdWords certification a plus.
- Solid SEO experience, Photoshop, and/or experience with WordPress or other content management platforms a plus.
- Experience with traditional media a plus.
- Positive attitude.
- Ability to work hard, be resourceful, and be proactive with minimal supervision.
- Strong work ethic and a sense of urgency to see projects through to completion, which may require time above and beyond traditional workweek.
- Microsoft Office Suite experience a must (Word, Excel, PowerPoint).

Healthcare Success is committed to considering all candidates regardless of their gender, sexual orientation, race, age, socioeconomic status, religion or disability. Applicants who require accommodation in the job application process may contact [jmancino@healthcaresuccess.com](mailto:jmancino@healthcaresuccess.com).