

Epic Notion | Digital Marketing Account Manager

Epic Notion is a full-service digital marketing agency. We blend strategic thinking with creativity and the latest technology to help clients build their brands through meaningful customer engagement. Our team of talented marketers, designers and developers are passionate about building brands and connecting people.

The Digital Marketing Manager is a client-facing role that serves as the strategic planning liaison between the client and the agency. In this role you will build relationships with clients, translate their business objectives into actionable marketing plans and work closely with execution teams to deliver meaningful results.

Responsibilities:

- Build relationships with clients centered around meaningful marketing consultation, proactive communication, accountability and transparency.
- Be genuinely curious and inquisitive with clients, always asking questions to learn more about their business objectives, successes and challenges.
- Collaborate with clients and internal subject matter experts to develop strategic marketing plans aligned to client business objectives, timing and investment level.
- Effectively consult and guide clients through decisions related to marketing plans, goals and investments.
- Proactively handle all forms of client communications including campaign planning meetings, weekly executive summaries, monthly reporting, sharing insights and trends, issue resolution and more.
- Effectively collaborate and guide the work of our internal marketing and creative teams, ensuring work is aligned to the strategic vision and goals for the client, in addition to being on budget and on time.
- Be the source of knowledge for our internal teams on all matters related to the client, their market, their competitors and their strategic vision.
- Ensure all marketing deliverables being produced on behalf of clients are correct and high quality.
- Routinely evaluate marketing results compared to client goals and strive for continuous improvement.
- Helps ensure client retention through exceeding expectations in all aspects of the engagement including communication, collaboration, creativity, the achievement of marketing goals and more.

Qualifications:

- 5+ years marketing experience is required, with digital marketing experience highly preferred
- 3+ years of client management or in-house stakeholder management is a must-have
- Bachelor's Degree in marketing or related field is preferred
- Must have excellent verbal, written and visual presentation/communication skills
- Proven track record of driving business results through great ideas, problem solving and execution
- Working knowledge of SEO, PPC, social media and email marketing best practices is preferred
- Must possess analytical and critical thinking skills as well as creative problem skills
- An organized and self-motivated individual with great attention to detail and focus on quality

Our Offering:

- A great team that values talent, integrity, hard work and family
- Flexible work schedule with vacation days, paid Holidays, and personal/sick days
- Company matched 401(k)
- Full suite of health and wellness insurance benefits/services.
- Continuing education and skills training opportunities
- Collaborative, creative office environment in desirable Southend in Charlotte, NC

How to Apply:

Please send introductory email and resume via attachment to careers@epicnotion.com.

