



Brave digital. Expertly done.

Digital Account Executive

Job Description

Client Services

Greenlight Digital Ltd

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The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT
WE DO



Job specification

Title: Digital Account Executive

Job purpose

Reporting to one of our Client Partners, you'll be sitting in one of the Client Services teams, who are responsible and accountable for delivering the cross-channel digital strategies across our client portfolio. You'll have a broad knowledge of digital channels and how the ecosystem functions as well as having views and opinions on the future of digital innovation. You'll be helping to oversee the client strategy, working closely with our award-winning channel delivery teams, ensuring our strategies are delivering against targets and forecasts, while helping ensure all of our deliverables are on track. You should have excellent multitasking skills, and a creative way of thinking and brand understanding. Externally, you'll be working closely with a number of clients within the team portfolio. While we have included a list of roles and responsibilities below, we also expect you to be brave and think outside of the box and come to the team with new ideas, new initiatives as to how we can improve processes and performance for our clients.

Role & responsibility

- Regular top-level reporting and presenting of campaign/activity performance across multiple channels (e.g. SEO, PPC & Social Media) as well as single channel reporting where applicable
- Analysing client campaign results (from both multi and single channel campaigns) and related data (e.g. competitor data) to identify opportunities and anticipate any issues that might lead to a lack of performance
- Maintaining the agency's high client retention rate by developing and fostering long lasting client relationships
- Using both Greenlight proprietary technology and any third-party technology or tools, for planning, reporting and campaign insights
- Working alongside other members of the team to manage a portfolio of single and multi-channel client campaigns
- Working alongside channel specialists to ensure timely and accurate delivery of campaigns

- Identifying the client's need for other services and working with an Account Manager or Account Director to cross/upsell relevant services/channels.
- To have a thorough understanding of your clients' sector and market trends, positioning ourselves as experts in the area
- Manage some of the day to day communications with the client through the use of email or phone
- Ensuring the agency roadmap is kept up to date and shared with the client

Qualification & skills requirements

- Minimum 1 year experience in online marketing
- Highly motivated and undaunted by rewarding hard work, and passionate about digital
- Good understanding of key PPC, social, and SEO challenges
- Good knowledge of digital analytics
- Solid Excel experience with clear commercial presentation and writing skills and a keen eye for detail
- Some experience of report-writing, basic data analysis and/or interpretation and project management skills
- Firm understanding of the relationship between key search metrics such as impressions, clicks, visits, sales, etc.
- Able to work to deadlines and prioritise and manage time across multiple clients in a fast-paced working environment
- Excellent interpersonal, communication and negotiation skills
- Foreign language skills desirable, but not essential
- Experience with project management tools a bonus
- Forecasting experience a bonus
- Must be a UK resident or work permit holder
- Brilliant networking skills, confidently develops new relationships, connects people
- Creative and strategic thinking to identify opportunities and challenge the status quo.

What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-statutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



Manifesto

We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on '*best practice*'. We don't see the point in phrases like '*user needs*'.

Instead, we get to what people actually *want*.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

Our values



If it doesn't feel right, we speak out.

We act on our curiosity,
and question things



The devil's in it.

So, we keep our eyes on it.

Brands we've worked with

The electronics specialist
maplin

ebay

 HarperCollins.

ghd
good hair day, every day

BrightHouse


new balance

 Electrolux

LAURA
ASHLEY

THE
BRITISH
HOME
STORE

 HURTIGRUTEN

BURTON
MENSWEAR
LONDON

MASTER of MALT
keeping you in fine spirits since 1985


HISCOX

Rapha.

SIEMENS

Currys 

頑度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTAZIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.