

# Lines Group Digital Account Handler job description

**Created by:** Sam Lorenzelli (Technical Director)

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**Location:** Gloucester

- Digital Account Handler sought with a 'can-do' attitude
- Exciting accounts both in the UK and overseas
- Stable and profitable employer

We are a stable and profitable employer winning exciting digital projects both in the UK and overseas.

This job description highlights key aspects of the role, but as a small business (10 people) we also need someone with a can-do attitude who is willing to work outside of their job description in order to 'get the job done'.

To apply, or for more information, please submit your C.V. to [sam@linesgroup.co.uk](mailto:sam@linesgroup.co.uk).

## Scope of the role

Manage a portfolio of clients and their strategies, to help achieve their goals and objectives and grow revenue for Lines.

Understand and select appropriate digital technologies and platforms. Advise on the integration between digital platforms / channels. Be able to communicate this advice with clarity and confidence.

Oversee communication between in-house design and development resources to manage the delivery of finished projects (web sites, apps, touch screens, digital marketing etc), ensuring work is delivered to the highest standard, on time and to budget.

This may require working outside of a typical 08.30 - 5.00 arrangement to ensure that jobs get done.

Identify and upsell new services to existing clients according to a proactive plan.

Build and maintain long-lasting relationships with client senior management and their third party agencies that could work alongside Lines.

Forecast invoicing and organic new business (from upselling to existing clients) on a monthly basis using our existing in-house forecasting tools.

Define improved processes and procedures for project and service delivery.

## Responsibilities

### Strategy

To ensure objectives are in place across all projects and that these are understood and agreed with each client.

To proactively advise clients on the digital landscape to ensure their goals are met, and new Lines' digital products to generate interest in future business opportunities.

To report progress and performance to customers, both in terms of project progress/delivery and on-going digital marketing performance.

To plan and document the account activity for your client portfolio, ensuring that the most appropriate platforms and technologies are recommended in proposals.

To liaise with the technical director and relevant designers / programmers to ensure that proposed deliverables are feasible both in terms of specification but also budget and timescale.

To maintain and develop an understanding of the markets served by your client portfolio.

### Client focus

To personally manage (with the support of the technical director) a group of clients at various levels, from those requiring simple web sites to those with multiple site networks, multiple media and technology platforms and multiple marketing channels.

To meet or exceed annual revenue target for your client portfolio.

To maintain monthly client contact to discuss performance, plan new requirements and new opportunities Lines can offer.

To respond to enquiries from your client portfolio promptly, handle problems / invoicing issues etc.

To prepare clear and concise proposals which address very specifically (and demonstrate understanding of) the issues which affect your clients, and how Lines can help.

To 'on board' new clients.

## **Technical**

To understand the platforms and technologies used by the Lines Group, in particular their features and benefits to enable you to confidently advise your client portfolio.

To understand UX, scoping, project management frameworks, user testing and research.

To understand the key issues affecting SEO and visibility of web site.

To develop and share your understanding of the platforms and technologies used, and to remain aware of new platforms and technologies which might benefit your clients. These should be discussed with the technical director and in turn developers to assess feasibility and opportunities for roll-out.

To collate available performance reports from colleagues and third party suppliers to inform clients on performance of their projects / on-going services.

To be proficient and confident in the use of CMS systems (we use WordPress and our proprietary CMS "Edition"), CRM systems (we use Infusionsoft), our proprietary client and job tracking system ("JAGU") and other typical GUI based applications. Training will be supplied where necessary and appropriate.

To ensure the quality control of all work that is submitted to clients.

For clarity, there is no requirement to be able to write code in this role. In essence, you need to be able to 'talk the talk'!

## **Skills and experience**

### **Essential skills and experience**

A minimum of 2 years' experience in an agency digital account handling role with similar technical requirements.

Specific experience of project management, campaign management and planning skills delivering long-term web and app projects.

High level customer relationship management skills with a proven ability to develop and maintain long lasting customer relationships.

A proactive approach to all aspects of the role, with the ability to work both on own initiative and as part of a team.

Able to meet tight deadlines and remain calm under pressure.

Excellent communication and presentation (oral and written) skills to support generating new business from existing clients.

Be a positive thinker, with a can-do attitude!

## **Desirable skills and experience**

Working knowledge of SEO / PPC / Social strategies and social channels.

Experience managing small and medium client budgets (e.g. £10k p.a. to £150k p.a.)

Experience of complex technical work

Experience of Google Analytics, Webmaster tools and other applications for monitoring activity and gaining insights.

Commercial awareness.