

## Account Director – Search Marketing Agency

Sydney (Yurong Street)

### THE COMPANY

First Rate ([www.firstrate.com.au](http://www.firstrate.com.au)) is one of Australia's leading search marketing agencies, specialising in search engine optimisation (SEO), search engine marketing (SEM), and performance online advertising. We are recognised as leaders in developing strategies and tactics that help our clients dominate the search engines and grow their online market share. First Rate works with Australia's leading brands.

### THE ROLE

We now require an **Account Director (Search)** to join our Marketing & Business Development division. In this key role you will be responsible for:

- Growing agency revenue from existing clients. You will be able to excite our clients about the world of search & digital marketing and use your proven account direction to translate their needs into search & digital strategies and tactics that deliver against their business objectives.
- Growing agency revenue from new clients. You will take an active role in new business development alongside the Head of Marketing & Business Development in generating new paid search clients for the agency. This includes capitalising on your professional network, inbound leads, networking events, and Q group opportunities.

### THE RESPONSIBILITIES

- Work with existing clients to maintain and increase spend
- Identify client growth opportunities within the agency client base
- Pitch innovative search & digital ideas to clients
- Identify and pursue new SEM business opportunities
- Actively contribute to, and in some cases, lead responses to RFPs
- Expand your expert knowledge of SEM, SEO, and Performance Marketing

### YOU ARE

- An experienced account director with 4+ years experience
- An experienced search marketing / digital expert with 2+ years experience
- A problem solver with strong project management skills

### YOU HAVE

- An expert understanding of (and ability to articulate the core propositions of) search marketing
- An active and growing professional network within the local digital industry
- Exceptional interpersonal skills – able to liaise with senior executives
- Strong business writing skills – you have samples demonstrating your written persuasion
- Tertiary qualifications (with good grades) in Communications/ Marketing or eCommerce

**REPORTS TO:** Head Marketing & Business Development

**PACKAGE:** \$90,000 to \$110,000 + super (depending on experience)

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