

Account Manager

Sydney

THE COMPANY

First Rate (www.firstrate.com.au) is one of Australia's leading search & performance marketing agencies, specialising in SEM, SEO, Performance Media, and Conversion Rate Optimisation (CRO).

First Rate works with dozens of Australia's leading blue chip brands, including Bankwest, Vodafone, Big W, Allianz, Hotelclub, and Mortgage Choice. Our clients are spread over 50 industries including retail / e-tail, financial services, education, energy, travel, and CRM.

First Rate was established in 2000 and has grown significantly, now employing 35 staff across offices in Sydney, Perth and Auckland.

THE ROLE

The purpose of the role is to manage the search marketing and performance marketing accounts of a number of blue chip clients, help grow their revenue, and assist with new business development.

This is an exciting and diverse role. You will work alongside a team of experienced and respected digital experts.

YOUR RESPONSIBILITIES:

- Manage client accounts
- Coordinate and manage weekly WIPs with First Rate clients
- Coordinate and manage quarterly and yearly client performance reviews
- Identify client and agency growth opportunities
- Develop project plans and KPIs
- Develop online marketing proposals
- Conduct competitive intelligence research and documentation
- Assist in new business development pitches
- Develop media schedules

YOU ARE:

- An experienced account manager (3+ years)
- Experienced in online marketing, including SEM, SEO, and Display (client-side or agency-side)
- A passionate evangelist in search marketing and performance marketing
- A proven team player with a professional and friendly manner
- Persistent in communicating value to your clients

YOU HAVE:

- Proven project management skills
- Strong analytical thinking
- Advanced presentation skills
- Clear attention to detail
- Outstanding written and verbal communication skills
- Tertiary qualifications (with good grades)

REPORTING TO: Account Director (First Rate)

PACKAGE: \$60,000 to \$75,000 + super (depending on experience)

CONTACT: Email resumes to James Ward (james.ward@marketunited.com)