

JOB DESCRIPTION – ACCOUNT MANAGER, DIGITAL AND SOCIAL

Company Information:

Inspire PR Group, based in Columbus, Ohio, is a growing agency that provides award-winning communications, marketing, digital and public relations solutions for a wide range of clients. We are committed to delivering high-quality, innovative communications services that are carefully tailored to meet the individual needs of our clients.

We are passionate about what we do and are proud of the clients we work for and the people who work with us. We offer a flexible work environment and are committed to the professional development of our team.

Inspire offers a competitive benefits package, including flexible (unlimited) paid time off; medical, dental, vision and life insurance; and 401K and profit-sharing retirement programs.

Job Summary:

The Account Manager, Digital and Social, is charged with ensuring the successful development, implementation and day-to-day management of client accounts with a strong social and digital focus. Account Managers oversee and manage accounts, develop strategic plans, grow junior staff, as well as manage and motivate other staff members.

Job Responsibilities:

- Prepare effective, comprehensive digital marketing and communications programs and plans that are well-organized and well-written, with detailed time and dollar budgets that are appropriate to client needs and reasonable with regard to resource utilization. Ensures efficient execution of plans
- Provide guidance to the Inspire team and clients on social media strategies, website content development and management, social platform community management, content creation, email marketing, and organic and paid social advertising and engagement
- Recommend and implement strategies to drive website traffic, including SEO, Google AdWords and digital advertising
- Develop and cultivate relationships with the client and external audiences
- Oversee day-to-day client projects and/or events to ensure the quality of work meets client's business objective and provides value
- Manage account administration duties, such as managing budgets, billing and reporting
- Manage and mentor junior employees
- Write and review communications materials for digital platforms, including blogs, website content, social media content calendars and email newsletters
- Draft engaging social media content, serve as a community manager for social platforms, independently manage social media advertising campaigns (Facebook, Twitter, Pinterest, Instagram, YouTube)
- Use digital and social monitoring and reporting software to develop comprehensive digital KPI reports

- Work with in-house graphic designer to develop compelling social media graphics and visual assets
- Identify and participate in new business (e.g., proposal writing, presentations)

Minimum Qualifications:

- 4+ years of previous relatable work experience with social media or digital responsibilities. Digital or social agency experience preferred.
- Bachelor's degree and/or previous work experience in public relations, communications, journalism, marketing or relatable field strongly preferred.
- Strong written and verbal communications skills and ability to juggle multiple tasks under tight deadlines.
- Proficient in using digital and media monitoring tools and platforms
- Experience providing social media advertising strategy and overseeing ad campaigns on platforms including Facebook, Instagram, Twitter, Pinterest and YouTube
- Experience pitching media and working with influencers and bloggers.
- Ability to budget programs and understand the financial aspects of the client relationship.
- Ability to supervise and motivate staff members.
- Ability to travel occasionally as needed; frequency determined by client work.
- Strong computer skills, including MS Office (Word, Excel, PowerPoint).
- Intellectual curiosity and sense of humor.

How to Apply:

If you would like to join a fun and rewarding team environment, please send your résumé and writing samples to Hana Bieliauskas at Hana@InspirePRGroup.com.