



ACCOUNT EXECUTIVE/JUNIOR ACCOUNT EXECUTIVE*

Here Molly Girl is seeking a full-time Account Executive or Junior Account Executive to join our growing team. The AE/JAE is the liaison between the business and our clients and is responsible for a wide range of tasks.

RESPONSIBILITIES

Client Management

- Build and maintain strong relationships with clients.
- Understand clients' business objectives and marketing goals.
- Act as the main point of contact between the agency and the client.

Project Management:

- Develop project timelines and ensure deadlines are met.
- Coordinate and manage various marketing projects and campaigns.
- Collaborate with different teams within the agency to deliver client projects.

Strategy Development:

- Work with clients to define marketing strategies and objectives.
- Assist in the development of marketing plans and campaigns.
- Provide strategic recommendations to improve client ROI.

Campaign Execution:

- Oversee the execution of marketing campaigns.
- Write copy; oversee internal review.
- Provide information to design and web teams
- Ensure that all marketing materials and assets meet client standards and objectives.
- Monitor and optimize campaign performance.

Data Analysis:

- Analyze campaign performance data and provide insights.
- Use data to make recommendations for campaign improvements.
- Track key performance metrics and report results to clients.
- Prepare end-of-month reports on performance, including analysis of data.

Administrative Tasks:

- Maintain organized client files and documentation.
- Maintain Monday.com boards
- Manage administrative tasks related to client accounts.

Digital Media:

- Develop strategy for all paid digital campaigns.
- Create videos and coordinate with design team for paid digital creative.
- Keep up-to-date on digital media opportunities and trends.
- Develop monthly content calendars for client.
- Lead creation of photo, graphic and video content for organic media.

REQUIRED SKILLS

- Critical thinking
- Writing excellence
- Extensive knowledge of all major social media platforms
- Ability to learn new tasks quickly with guidance
- Ability to manage time and a variety of tasks at once while still producing great results

SKILLS THAT PUT YOU AHEAD OF THE PACK

- Google Ads strategy and placement*
- Meta Ads strategy and placement*
- Google Analytics experience
- Previous copywriting experience

**Must be able to demonstrate knowledge of Google and Meta ad placement*

IDEAL CANDIDATE

The ideal candidate for this position will be:

- Smart
- A self-starter
- An excellent writer and communicator
- Organized
- A problem solver
- A fast learner
- Enjoyable to be around*

**Sense of humor and witty sarcasm a plus.*

BENEFITS

Full-time employee benefits include:

- Unlimited PTO
- 401k program
- Profit Sharing Program

GET IN TOUCH

If you're ready for a rewarding career with lots of opportunity for growth, and if the description above fits you, please email Katy Doss at katy@heremollygirl.com.

**Job title commiserate with experience level.*