



## Digital Account Executive

A Digital Account Executive is responsible for carrying out the majority of day to day digital account execution and administration across a breadth of accounts.

Reporting to an Account Manager, your role is to understand digital channels and technologies and implement digital aspects of a campaign including delivering social and paid media campaigns, creating analytics reports, supporting with online optimisation and managing email marketing.

You will also be responsible for maintaining accurate account administration, working to a budget and liaising with junior clients and suppliers with confidence. You will be proactive, have excellent attention to detail and show the ability to work in a fast-paced environment.

### Duties and responsibilities:

- Build junior client relationships by confidently and professionally communicating with clients, both verbally and in all written content
- Develop understanding of clients' businesses, industry and the communications platforms to reach their target audience
- Implement and manage paid digital media campaigns, working to a budget as directed, delivering and targeting social advertising and reporting on campaigns
- Implementing paid search activity, researching, copywriting, delivery and reporting to support campaigns
- Write engaging, grammatically correct and on-brief material, including digital content, reports and briefing documents
- Produce accurate reports, using native and digital insight tools, ready for analysis
- Ownership of accurate and timely account administration, including work in progress, campaign reports, meeting contact reports
- Organise elements of projects, including researching, managing timescales and liaison with suppliers to help deliver projects on time, on budget and within a brief
- Manage personal workload, account priorities and deadlines across multiple accounts to deliver error-free work on time
- Work within a budget and ensure costs and time are recorded accurately and promptly

### Values

Cultural fit and values are very important to Finn and these are the attitudes and behaviours that Finnsters embody to help our clients and team succeed:

- **Embrace ambiguity** - being comfortable with the uncomfortable
- **Own it** - individual ownership and accountability to make collective awesomeness
- **Stay curious** - being inquisitive, dynamic and constantly developing
- **Don't ask for permission**
- **Make others succeed** - team members, clients and the wider agency
- **Take it on the chin** - rise to the challenge and move forward

### Benefits

<b>Your Birthday Off</b>	<b>4pm Finish every Friday</b>	<b>Free group personal training sessions</b>
<b>£50 Employee of the Month prize</b>	<b>A company paid healthcare cash plan</b>	<b>A varied, fun and inclusive social programme</b>
<b>Company paid for 'skint breakfast' the week before pay day</b>	<b>£600 per year personal training budget</b>	<b>Drop in clinics with professional business coach</b>