Example of Advertising Account Manager Job Description

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Our innovative and growing company is searching for experienced candidates for the position of advertising account manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for advertising account manager

- Develop and distribute monthly “Campaign Health Checks” using Google Analytics to provide key updates on client website traffic trends and behaviors
- Develop and distribute quarterly Competitor Analysis reports using provided resources and tools to shed light on gaps and share comparative insights based on successes/challenges of other like clients
- Ensure all partners in our portfolio are following Google best practices in setting up and managing their customers' accounts
- Identify and promote other opportunities for partners across portfolio
- Partner closely with sales team to support campaign implementation, performance tracking and optimization
- Excellent business sense, problem solving, project management and analytical skill
- Thrives in ambiguity, takes ownership of growing the core, is a leader in agency relationships
- To exceed set sales targets
- To exceed minimum call KPIs
- To administer activity logs

Qualifications for advertising account manager

- 2+ years of front-line client interaction

- Strong client contacts preferably in fashion, watches, jewellery & beauty preferred
- Able to sell cross platform and with a global mind-set
- Excellent presentation, communication and superb writing skills
- Strong organizational skills, self-motivated, efficient and resourceful