

done by friday.

We're looking for a Content Marketing Account Manager.

Content Marketing agency Done by Friday (or DBF to our friends) is looking for a Content Marketing Account Manager. Content Marketing is an emerging new discipline and as such you're unlikely to currently have this title (all the better if you do thou). So what we're looking for, more than anything, is an ambitious person with the right background who has the desire to learn quickly.

The successful candidate is going to be turned into a Content Marketing rock star, so it's vital that you have all of the skills and abilities listed below.

As a candidate you'll be able to:

- Detail your successful track record as an account manager in a digital or specialist media agency, such as Social Media or Search, for at least 2 years.
- Tell us about the relationships you've built with clients at a variety of levels, not the type where they like you, but the type where they value you for the input you provide.
- Demonstrate to us a sound understanding of a range of digital marketing disciplines and platforms.
- Proven you have developed innovative ideas for campaigns based on real client needs and have produced these campaigns to a high standard.
- Provide examples where you have successfully project managed a client through an entire development process from strategy to launch with minimum scope creep and without issues.
- Show us your understanding of digital and your ability to present campaign and design concepts. We want to know how good you are at sharing the reasoning and best practices behind your ideas and how they fit the brief.
- Prove you know how to use data to make recommendations to help clients improve campaign performance.

Tools and Platform Experience:

- CMS's such as WordPress
- Project Management Systems like Basecamp
- Analytic Platforms like Google Analytics
- Marketing Platforms, like HubSpot
- Basic communication and productivity tools
- Experience with developing content for social media and content channels such as YouTube is a bonus.

Application Guidelines

While we will provide immediate and ongoing training to the right candidate, if you don't have the skills and experience listed don't expect us to reply. As well as your CV please provide the following:

1. Provide a link to the definition that you think best defines what Content Marketing is.
2. Include three websites you've been responsible for managing the development or promotion of. For each site please detail the input you had and the positive outcomes its generated for the client.
3. Share at least one interesting or entertaining statistic about digital marketing. For example, The most common desktop resolution is? How many more times effective is Content Marketing at delivering leads than traditional methods?

If you've read this far, congratulations, you've obviously got a desire to succeed and the ability to handle detail. Good luck.