



JOB INTERVIEW

Position Title: Digital Account Coordinator

Reports To: Digital Director

Position Summary:

The Digital Account Coordinator is responsible for support the digital director with developing digital marketing strategies, and ensuring the successful execution of campaigns. The ideal candidate will have strong organizational and communication skills, a keen eye for detail, and a passion for digital marketing trends and analytics. This role requires close collaboration with internal teams and external clients, ensuring client satisfaction, budget management, and project success.

Key Responsibilities:

1. Client Relations & Account Management:
 - Build and maintain strong relationships with clients, ensuring satisfaction and retention.
 - Understand client needs and translate them into actionable marketing strategies.
 - Coordinate with creative and digital teams to ensure alignment on project goals.
 - Develop and present marketing plans and campaign updates to clients.
 - Serve as a secondary point of contact for client and internal team inquiries and campaign progress when the digital director is not available.
2. Campaign & Project Management:
 - Provide support for the development and execution of digital marketing campaigns, including email marketing, social media, SEO, and content creation.
 - Ensure projects are delivered on time, within scope, and on budget.
 - Manage the approval process for creative assets between internal teams and clients.
 - Track and report campaign performance, using qualitative and quantitative data to optimize results.
 - Coordinate with suppliers and third-party vendors for quotes and innovative digital media products.

DOUGLAS **MARKETING** GROUP

1. Digital Strategy & Innovation:
 - Collaborate with the team to develop innovative digital marketing strategies that align with client goals.
 - Stay up-to-date with digital trends and emerging technologies to provide fresh, forward-thinking ideas.
2. Budget Management & Reporting:
 - Monitor client budgets and reconcile purchased media against bookings and ensuring accurate tracking and forecasting.
 - Provide regular budget updates and manage billing processes in coordination with the support of the digital director.

Qualifications:

- **Education:** Diploma or Bachelor's degree in Marketing, Communications, Business, or a related field.
- **Experience:** This entry-level position will require a passionate and keen learner.
- **Skills:**
 - Excellent verbal and written communication skills.
 - Strong analytical and strategic thinking abilities.
 - Ability to manage multiple projects and deadlines effectively.
 - Proficient in digital marketing tools and platforms (Google Analytics, CRM systems, etc.).
 - Self-starter with a passion for innovation and problem-solving.
 - Team player with strong interpersonal skills.
- **Competencies:**
 - Client-focused approach with a drive for delivering exceptional service.
 - Proficient in managing budgets, timelines, and client expectations.
 - Ability to translate client needs into effective digital strategies.
 - Familiarity with emerging trends in digital marketing and advertising