



Job Description for Digital Account Manager – Full Time, Hybrid

+ Anglin Public Relations +

Anglin PR is a [marketing and PR firm in Oklahoma City](#) that specializes in communication strategy and implementation. We provide services ranging from social media and website, to strategic planning, customer, community and media outreach for a wide array of clients.

+ About our Culture +

We are high-performing professionals who take a collaborative and thoughtful approach to helping clients. Communication is key. Members of our team should have experience digging deep into client projects, think and [work creatively to achieve results and thrive in a team environment](#). We enjoy our work, value our colleagues' expertise and are eager to grow. Anglin PR is committed to equity in our hiring process and we welcome applicants of varied backgrounds who meet the below qualifications.

+ The Job +

We are seeking a [digital account manager](#) to lead marketing activities for several clients and collaborate with the team in the implementation, strategy and maintenance of client programs and campaigns. This team member will have between 3 and 8 years of marketing and PR experience, with at least 2 years of that experience being strategy creation, project leadership and management experience, along with very strong skills in writing, digital best practices and social media marketing. Previous agency experience preferred, but not required.

The digital account manager is a knowledgeable and experienced professional who can plan, implement and evaluate client projects. They will lead client accounts, and have responsibility to meet with clients, determine needs, and develop robust content strategies, visuals and written content to meet those needs. They are responsible for implementation of tactics and working with the team to ensure all work is completed. They will monitor progress and report on results to colleagues and clients at regular intervals.

The Skills

- + Project management
- + Strategy and messaging
- + Writing and editing
- + Digital experience: social, analytics, web and SEO
- + Content generation
- + Research

The Responsibilities

- + Understand clients' needs and objectives and advise clients on communication goals and strategy.
- + Initiate regular contact with clients to discuss campaigns, provide status reports, discuss needs and assess progress.
- + Lead internal team and consultants to plan, create and manage some or all of the following:
 - Research and execute strategic marketing plans

- Create organic and paid social as well as digital advertising content and analytics
 - Website creation and updates
 - Write blogs, articles, news releases, guides, marketing materials and more
 - Create electronic newsletters: content, graphics, distribution lists and analytics
 - Develop relationships with businesses, groups, non-profits, schools and elected officials to further client goals
- + Create timelines and budgets for client campaigns.
 - + Attend community events to develop relationships and publicly speak on behalf of our clients and the firm.

Requirements

- + At least 3 years of experience in marketing, PR or communications roles. Sales experience does not qualify.
- + At least 2 years of experience leading or managing projects.
- + Strong writing and editing skills.
- + Strong interpersonal and relationship building skills, experience in dealing with multiple and diverse stakeholders.
- + Working knowledge of digital tools, including: Google Analytics, social media, email marketing and website management.
- + Experience with social and digital ad serving tools such as Facebook Ads Manager and Google Ads.
- + Must be available at least 40 hours a week and to work in person at Anglin PR's Oklahoma City office at least 3 days per week. We allow some work-from-home scheduling.
- + Preferred:
 - o Agency or consultant experience
 - o Experience with Adobe Creative Suite and Google Drive

Salary Range

\$45,000-\$60,000 depending on experience.

+ Please Submit Resume and Portfolio with 2 Writing Samples or Samples from 2 Campaigns:+

Anglin Public Relations

jobs@AnglinPR.com

no phone calls please.