

Sales & Marketing Administrator

Job Description

June 2023

- **Type:** Full Time, Permanent
- **Place of Work:** Leicester (City Centre)
- **Hours of Work:** Mon-Fri, 8:30am - 5:00pm
- **Level:** Beginner - Intermediate
- **Department:** Sales
- **Salary Band:** £28,000 - £32,000 (+ up to £3000/year bonus)
- **Last Updated:** 2nd July 2023

About Us

At Wyze Digital, we create business-transforming marketing campaigns & digital experiences for our clients and their brands.

We are building the UK's leading eCommerce agency, and are looking for talented strategists, marketers and developers to join us in our journey.

In our mission to build a quality team, we are not just interested in who you are, and what you can do, but in who you want to be and what you want to build. Here, you'll build skills you have always dreamed of and learn from real experts across strategy, marketing & tech.

Our Values

We Strive for Excellence - We take pride in the quality of our work and actively improve our skills.

We Build Relationships - We build trusting, positive relationships with each other and with our clients. We show respect, share ideas and support each other in our goals and challenges.

We Value Process - Great internal processes improve our quality and make us more effective.

We Have Fun - We love what we do, we have a great time working together and strive for an exciting, healthy and comfortable working environment.

We Are Wyze - We make smart decisions for the long-term. We understand that success in marketing, business & in our careers is not solely based on the time we put in, but in how we use it.

The Role:

As a Strategic Account Manager, you will own relationships with a group of key clients; leading their marketing strategy & working with our production team to bring powerful campaigns to life.

More holistically, your role will be helping your designated clients to grow their sales through inbound marketing and improving their business infrastructure over time.

You will be responsible for the quality of the relationships with your clients and the success of their campaigns through proper prioritisation, resource allocation and quality assurance on the work our team delivers as part of your strategies.

This role has a real impact on our business growth and is an exciting opportunity for someone looking to build their career in business & marketing strategy. We have an immediate growth plan for this department and as such, there are multiple routes for progression within this position.

Our ideal candidate will have experience in paid media & ecommerce, strong verbal communications skills, confident with budgets & forecasting, and have a passion for using marketing to drive business growth.

Responsibilities

You will be responsible for the following activities:

1. Campaign & Business Growth Analysis

You will conduct regular analysis of our client's sales performance against their target sales goals in order to find the best actions to help achieve these.

Conducting platform analysis across Google Ads, Meta Ads, TikTok & LinkedIn campaigns and also into SEO and website customer journey. Extracting campaign data to make quality decisions around how we can best utilise time in our marketing campaigns.

2. Campaign & Resource Planning

Using your findings from the above combined with client requests and priorities, you will plan the resource of our clients campaigns into a marketing calendar of scheduled activities.

The activities you plan will be written up into briefs to our production team who will support you in creating and carrying out the necessary work.

3. Client Communication

You will lead client strategy meetings and update calls to transparently communicate campaign progress, wins and losses and agree next actions key stakeholders.

Your goal is to be a trusted advisor for their campaigns who they can trust to make effective decisions, deliver excellent work and confidently push back against request which may detract from their primary goals.

4. Quality Assurance and Shipping of Work

Our production team will be creating ads, improving landing pages, producing design work and carrying out SEO changes as per your briefs.

Upon completion, you will carry out quality checks of their work, providing feedback where required and shipping the work to your key clients for review and approval.

5. Reporting

Your body of work above is then to be packaged up into two key types of written report:

- Monthly Marketing Strategy Report
- Channel / Progress Updates

Our Ideal Candidate:

Joining the team at Wyze Digital:

We are looking for an ambitious candidate with experience in marketing planning & analysis alongside a strong and confident communications skillset.

We are a small but highly organised & motivated team, with a clear plan for our organisational growth over the next 12 months and beyond.

Our team work together in achieving these goals and we will actively reward hard work and exceptional performance.

We work closely together as a team and will go above and beyond to support your learning, development and personal growth.

You are happy to go the extra mile to hit deadlines, support our clients and to consistently push your own skills and experience as you go.

The following skills are desired:

1. 3-5+ years of marketing / client services experience
2. Analytical with the ability to navigate marketing data and use it to make decisions
3. Exceptional organisation, attention to detail & time management skills
4. Exposure to paid media campaigns such as Google Ads, Meta Ads etc
5. Confident in communicating with clients about their business decisions and managing their expectations
6. Enthusiastic and capable of nurturing strong, positive relationships
7. You take it upon yourself to learn new skills and build upon your knowledge. You'll allocate time for study and have an interest in improving your abilities and observing trends.

Benefits

- 23 days holiday per year plus all public holidays & your birthday
- 3% Match Pension
- Macbook pro
- Monthly team social events
- Up to £3k/yr performance bonus (monthly targets and rewards)
- 6 monthly career review
- A space in our comfortable office in a Creative Business Hub
- Access to Industry Conferences & Events
- Access to an on-site cafe - with great coffee and amazing lunches

Progressing your career further...

Expanding on your work as a Strategic Account Manager, you will be able to look ahead at your career in how you may wish to progress and support the business and team in the future. Here are some examples of where you could progress from this role:

1. Assuming a Team Manager Role

Over time in this role, you will build skills and confidence in managing clients and their campaigns. You may wish to use this experience in training, supporting and managing other members of our account management team as a team manager.

2. Supporting with Sales Pitches

As our sales operation grows, we will also be looking to further expand the support of our sales operation. Pitching campaign propositions and projects plans to potential new clients.

3. Taking ownership over a key product

A Strategic Account Manager can excel within their role by taking ownership and thought leadership over areas such as Dashboarding, Calendar Management, Quality Assurance, and Client Communications.

4. Sharing your successes

Through writing thought leading blogs, case studies or speaking on webinars and conferences; you may active building both your personal brand and the Wyze Digital brand in the marketplace by documenting your journey in strategy and account management.

The examples above are to illustrate the various paths you may take in your role here. They do not do not replace personal and company objectives tracked within your own PDP. You will receive your own tailored objectives after commencing the role.