



Lakestar Media is an award winning, fast growing, Digital Marketing company specialising in SEO, PPC, Display, Social Media and Affiliate Marketing. We are currently looking for Account Directors.

You must have a minimum of 3-5 years' experience within a senior account management role (preferably agency based) with an in-depth understanding of search engines, organic, paid search and factors that influence high rankings in Google and in-depth knowledge of all areas of digital marketing.

Responsibilities include:

- Ensuring all team members are as productive and efficient as possible
- Work with key clients in planning and implementing combined online campaigns and strategies by understanding their business needs
- Be first point of call for your clients providing excellent customer service
- Implementation of SEO/PPC/Affiliate/Display processes
- Analyse the client's website to identify opportunities within the client's market to grow their business
- Produce ideas for new initiatives based on market research data with an estimation of the likely impact to enable prioritisation of the work
- Producing regular audits of the performance of each channel making recommendations possible opportunities for improvement, as well as identifying areas for concern
- Produce detailed high-level reports as required detailing the impacts made by each channel and how of these works together
- Develop and maintain strong client relationships through proactive client management ensuring a professional channel of communication is maintained with assigned clients representing the best interests of the company at all time
- Co-ordinate and deliver reports to clients as and when required adhering to strict deadlines
- Prepare and deliver client presentations
- Keep up to date with developments in online marketing and search technology

Core Skills and Knowledge (Essential or Desirable)

- Excellent presentation skills (E)
- Excellent organisational skills (E)
- Understanding of HTML (E)
- Knowledge of Google Analytics (E)
- Knowledge of Google Places and Product Search (D)
- Advanced use of Microsoft Word, Excel & Power Point (D)

If you enjoy working in a high pressure environment and have the ability to work to deadlines and multitask across a wide range of project whilst providing excellent customer service, then we can provide you with a competitive salary and benefits.



Please submit your CV and covering letter stating why you are suitable for this role to hr@lakestarmedia.com

Lakestar Media is an Equal Opportunities employer.

Applicants must be eligible to live and work in the UK without restriction.