

# SENIOR ACCOUNT EXECUTIVE, DIGITAL AND SOCIAL

We are seeking a high-energy, driven Senior Account Executive who is passionate about branding, advertising and design in the digital space. Specifically, you must have a proven track record of assisting in the building and development of successful digital and social campaigns and experience supporting an internal account management team. You are a kind and loyal individual who appreciates a work hard/play hard environment and enjoys working alongside a team of like-minded people.

## Job Description:

- Assist in the planning and execution of digital advertising campaigns, email campaigns, content creation, websites and social media campaigns, with the enthusiasm to develop further in these areas
- Develop social media strategies across multiple channels (including LinkedIn, Instagram, Twitter, and Facebook)
- Proactively support the account service team on multiple advertising and design based accounts by managing accurate and on-time delivery of their requirements to and from creative, production and media
- Be proactive in all aspects of Client servicing, ensuring we work to the highest standards at all times
- Digital monitoring – stay on top of industry research, current trends and the competitive landscape in different Client categories
- Create and maintain digital dashboards

## Qualifications:

- A minimum of three years of advertising or design agency experience, at least two of which being in a digital role
- University Degree
- Proficient in Microsoft Word, Excel, PowerPoint, Keynote, MailChimp (or similar) email platform
- Basic knowledge of Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
- Knowledge of Google Analytics and web analysis tools
- Basic knowledge of different CMS platforms
- Experience working with third party ad serving companies



For consideration of the above position, please send your resume including salary expectations to Kathryn Kelly, RBK Advertising+Design, P.O. Box HM 2678, Hamilton, HM KX, or email to [info@rbk.bm](mailto:info@rbk.bm)  
Tel: 441 296 2013 | Closing date: **August 4<sup>th</sup>, 2018.**