

Account Manager - RedEye International Ltd

RedEye is looking for an Account Manager with a proven track record in either direct marketing or online marketing that is looking to take the next step.

Under the guidance of an Account Director, you will have profit and loss responsibility for between three to five clients with the scope to increase. To get the most from this position, you will have to be a confident and outgoing individual, be diligent and very hard working.

It is anticipated that you will be managing at least one account executive within the first six months of employment.

You will be based in our Head Office in Crewe and join a growing company with great opportunities for long term promotion and development.

Responsibilities:

The account management team is responsible for managing and delivering above our clients expectations. Under the guidance of an Account Director, you will have the following responsibilities:

- Day-to-day management of your client and agency relationships
- Negotiate and secure contract renewals and generate incremental sales
- Ensure the client generates maximum return for their online marketing investment, covering email, display, paid for search engine marketing as well as website optimisation
- Regularly meet with your clients to ensure that RedEye fully understand and deliver against their expectations
- Recommending ways to improve email campaign performance such as segmentation and creative advice
- Find ways to add value to the data and reporting and leverage the client's knowledge of their site's performance and consumer behaviour
- Write and present on a campaign or website's success and identify areas for improvement

Ideal Qualities:

- Able to demonstrate that you have added value to existing client relationships through effective strategic and tactical planning
- Have a strong desire to work for an online marketing focused company
- Have a good understanding of online marketing
- Organised and hardworking
- Be a confident and excellent communicator
- Have good attention to detail
- Strong analytical skills and very capable with Excel
- Experience at managing people to get the best of their capabilities
- Ideally a graduate with 3+ years relevant experience

Above all, the successful candidate must be able to demonstrate that they would be an exceptional rather than average employee and prove this through past successes and achievements

Benefits:

- Opportunity to join the company's pension scheme and health plan on successful completion of your probationary period
- 5 weeks holiday per annum

Hours of work:

- Core hours of work are 8.45am to 5.30pm. As an employee of a young, dynamic and hardworking team, you may on occasions, be expected to work additional hours in order to complete all tasks and meet department and client deadlines.

If you are interested in this position, please send a covering letter and your current CV to crewe-recruitment@redeye.com.

RedEye International Ltd is an online company focused on improving client results through behavioural marketing and analysis, transforming online data into more profitable customer relationships and helping major companies such as ASOS, Skype, Bourne Leisure, LV, William Hill, Sainsbury's Bank and nPower to increase conversion.

RedEye offers an intergrated service of web analytics, email marketing and website usability focusing on analysing user behaviour to increase online conversion.

For further information about RedEye's products and services, visit www.redeye.com