



Job Description – Freelance Account Manager

September 2021

Description

Position: This is a part-time Freelance Account Manager position for 2-3 clients, approximately 15 hours per week.

Compensation: Commensurate with experience.

Timeline: Flexible - 12 weeks, beginning in late October 2021 with potential for continued work.

We are looking for a freelance account manager to work with approximately 2-3 clients during maternity leave for one of our owners. Depending on how the experience goes, this role could expand beyond the initial 12 weeks. This ideal candidate will have experience juggling multiple clients while communicating clearly and promptly, and able to handle issues that may arise. You will be the lead on the account and work with the social media coordinator and advertising manager (if applicable), overseeing the client needs, leading with strategy, reporting and overall client success!

Responsibilities and Duties

Communication

- Send weekly check-in emails to client on Mondays and Fridays
- Respond to client communications and questions within the day if possible, or if additional time is needed, send an email acknowledging receipt
- As needed: Set, attend, and lead monthly client meetings and impromptu phone calls. Create an agenda for meetings. Send meeting wrap notes.
- Internal: check and respond to Slack messages consistently (at least twice daily preferred)

Social Media

- Prepare social media copy and assets as needed -
 - Depending on the client, delegate and assign tasks to the social media coordinator, while communicating client needs to the coordinator



- Maintain content calendar per client's marketing goals, promotions, and events - review as a full team weekly or as needed. This may be in conjunction with the social media coordinator on the account
- Schedule social media either via Agorapulse or through client's profile depending on the need (ie video uploaded to Facebook and add subtitles, etc)

Advertising

- As needed: Can create (or update existing) social media ads (Facebook, Twitter, IG, etc) per ad strategy
- As needed: Monitor spend and performance - optimize if necessary
- As needed: Facebook and Google Ads - coordinate with internal Ads Manager

Reporting

- Monthly - copy and update client reports, share with team for final review

Qualifications and Skills

- Social Media Management, Execution, and Strategy: 5+ years experience
- Google Workspace
- Slack
- Agorapulse (preferred but not required)
- Asana (Project Management Software)
- Clients communications and meeting leadership
- Creative ideas and execution skills (Photoshop, Canva, video editing, etc)
- Advertising skills - including Facebook/Instagram, and others a bonus
- Analytical, able to read data and make decisions based on results.

Apply

Apply here on our website: <https://methodagency.com/careers/> and include links to work you are proud of that demonstrates skills and knowledge.