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POSITION DESCRIPTION

Position Title: Digital Account Manager

Reports To: Managing Digital Director

FLSA Status: Exempt

About Sprighthouse

Sprighthouse began in 2012 as Polished Pig Media, a localized public relations firm headquartered in Charleston, SC. Over time, we have adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace. Today, we are a full-service agency of 22 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Nashville, Los Angeles, and Washington, D.C., servicing clients not only in those cities, but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

About the Candidate

We are excited to announce we are looking to expand our team! Sprighthouse is currently seeking a self-motivated, creative, organized individual to serve as a Digital Account Manager. Ideally, candidates will have 3-5 years of work experience, strong writing, communication, and interpersonal skills, and are passionate about all things social and digital media. A strong eye for content that suits different platforms, an ability to synthesize concepts and written materials into succinct, visual content, and a desire to dig into analytics and growth strategies will all be important qualities for this team member as we look to scale the digital offerings of our company.

About you:

- 3-5 years of work experience (can be a combination of internships and full-time positions)
- Excitement about all things social and digital — you love exploring platforms, finding the right content for the right space, and feel passionate about photography and writing
- An understanding of how businesses utilize digital media
- A level of comfort and confidence when it comes to piping up in meetings, offering your opinion, and jumping into a project
- Knowledgeable and curious about the latest social media news, influencers, platforms, trends, and tools
- Have an in-depth knowledge of social media marketing
- An ability to multi-task and take initiative
- Have an in-depth knowledge of Google Analytics, data, and social media metrics
- An eye for impeccable visual content
- Ability to write and copy edit company materials, captions, and strategies, etc.

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About the Job

The Digital Account Manager plays an important role in supporting the team by planning and executing social media strategies, creating social media content, managing social accounts, and executing paid social campaigns. Digital Account Manager responsibilities include, but are not limited to:

Social Media/Digital Marketing

- This role exists as part of Sprouthouse's integrated digital team
- Support clients through social media strategy, content creation, audience development and partnerships
- Work closely with SH account teams to ensure client messaging and brand voice is consistent across all platforms and materials
- Draft and edit social media content calendars and posts on behalf of clients
- Prepare monthly analytics reports for clients, including analysis and recommendations
- Create and execute social media strategies
- Monitor analytics and day-to-day social activity for assigned social media accounts
- Lend expertise through a digital and social lens
- Create and deliver presentations, tutorials, and execute client and company trainings
- Participate in new business pitches and opportunities for the company
- Contribute to how SH executes and shifts digital strategies for our clients in an ever-changing digital landscape and as our clients' businesses evolve
- Maintain frequent contact with clients and continually strive to strengthen relationships with them
- Help delegate to Digital Account Coordinators as necessary
- Assist with SH's social media profiles, including posting daily updates and tracking engagement

Account Direction & Team Collaboration

- Cultivate new business opportunities with proactive digital audits and smart solution-oriented ideas
- Serve as a SH social media ambassador within the industry and influencer circles
- Work with the Managing Digital Director to create social media and digital plans that align and exceed both the clients' and the company's goals
- Act as an expert for the SH team and provide ongoing education and training for the team

Required Skills/Characteristics

- Excellent communicator
- Creative photographer and editor
- Skilled writer
- Social media savvy
- Extremely organized
- Professional demeanor
- Eagerness to learn
- Proficient multitasker
- Resourceful

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- Proactive and self-motivated
- Detail-oriented
- Integrity and reliability
- Strong work ethic

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Work remotely in some locations
- Travel expense reimbursement
- Team outings and retreats
- Wellness stipend
- Cell phone reimbursement
- Flexible parental leave
- Professional development fund
- Health & dental insurance

Important Information:

Education: Bachelor's Degree Required, preferably in Communications, Marketing, or other relevant field

Experience: 3-5 years digital media experience in social or digital media leading social media strategy and efforts at a brand, agency, property, restaurant, or related field

Travel: Moderate

Other: Some nights and weekends required

Location: Atlanta, Nashville, New York City, or Washington, D.C.

To apply for the Digital Account Manager position at Sprouthouse, please send a cover letter and resume to jobs@sprouthouseagency.com. We accept applications on a rolling basis and will contact you if your application is a potential match for our team.

Note: Essential elements of this job are described above. They may be subject to change at any time.