



**Care Direct**, a multinational marketing agency with offices in **SEE & MENA** regions, is seeking to recruit for our office in Bucharest an experienced **Digital Account Manager** to join our team.

### **Job Description**

The Digital Account Manager will oversee in-house digital media and available client portfolio to enhance their online presence. As a Digital Account Manager, the ideal candidate should possess substantial experience in digital marketing coupled with a customer service-oriented approach. Additionally, they should have a clear understanding of how digital tools augment company strategy and performance. Ultimately, they should be able to contribute to business growth within the digital marketing sector.

### **A. Responsibilities**

- Acts as the point of contact regarding digital management matters.
- Designs, builds, and maintains corporate & in-house online media presence.
- Builds strong, long-term client relationships and maintains frequent contact.
- Sets digital strategies for potential customers, considering their specific requirements.
- Addresses client queries effectively and in a timely manner.
- Optimizes web content strategy to increase traffic and improve SEO.
- Presents digital marketing and social media strategies to potential clients.
- Reports on web performance metrics & analyzes the success of digital campaigns.
- Stays up to date with digital technology trends.

### **B. Requirements and skills**

- Demonstrated 3-5 years of expertise in customer service and digital account management.
- Experience in implementing and optimizing social media campaigns.
- Proficient in Google Analytics.
- Hands on experience with SEO/SEM.
- In-depth understanding of online marketing tools and social media platforms.
- Excellent verbal and written communication skills in English.
- Experience with WordPress CMS is highly desirable.
- Strong analytical skills.
- University or BSc degree in Marketing or relevant field.

### **C. What we offer:**

- Competitive salary, depending on candidate's profile and experience.
- A friendly working environment comprising of young, enthusiastic, multi-national staff.
- Continues professional learning and developing opportunities.

If interested, please send you CV to [hr@caredirect.com](mailto:hr@caredirect.com)