

Job Position Title:

Digital Marketing Relationship Manager

About JM

JM Web Designs, Inc. is an Omaha based Web Design and Marketing agency, founded in 1998. We are a small company that prioritizes relationships between co-workers and with other businesses. We know our business partners put a great deal of trust in us, therefore, we remove web design and marketing obstacles so that our business partners flourish.

We are a team of professionals that are dedicated to creating good work, professionally representing our company and clients, and lovingly care for our coworkers and families. Web Design and Marketing bring us together.

Job Description:

The Digital Marketing Relationship Manager will be the point of contact for digital marketing tasks and will be the Google Ads technician for the relationships managed. There are 2 primary duties for this position:

- 1 – Represent our clients to the JM team to ensure that the client is heard, and our work is aligned to achieve their goals.
- 2 – Manage the tactical work of the Google Ads platform.

Successful Candidates:

- Will have 2+ years managing clients in an agency setting.
- Will be a positive communicator that facilitates a collaborative atmosphere between JM and our clients.
- Will solve problems with client well-being in mind.
- Will have a basic understanding of marketing principles.
- Will be able to accurately value impressions, touch points, clicks, conversions and interpret click attribution models.
- Will be a conscientious decision maker.
- Google Ads experience is a plus, but not required.
- Technical and Content SEO experience is a plus, but not required.
- Multi Chanel marketing experience is a plus, but not required.
- Will use good grammar in all communications.
- Will maintain a professional business appearance.

Job Responsibilities:

- Develop lasting relationships with our clients.
- Develop SEM, SEO and cross platform marketing plans that ease client pains.
- Oversee copywriting, design and web development quality control and timeliness.
- Manage and optimize Google Ads and Bing campaigns.
- Responsible for developing landing pages for you or your team to create.

- Responsible for acquiring leads for our client's target demographic.
- Document client expectations, goals, bidding changes, demographic changes, etc.
- Create and send monthly performance reports.
- Conduct reporting phone calls with clients.
- Assist with sales meetings as needed.

Key Performance Indicators:

- Will build and retain strong, lasting relationships with clients.
- Sets client expectations and follows through.
- Ability to create and manage efficient, high-quality ad campaigns.
- Ability to achieve and maintain Google Ads certifications.

JM Benefits

- Paid Federal Holidays: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving, Christmas
- In Office and Work-From-Home flexibility.
- Office Parking Permit
- 8 hours of vacation and/or sick leave every 30 working days.
- Up to 3% IRA contribution matching.
- 40% Health Insurance premium matching.
- Positive and encouraging team atmosphere.