



Job Description: Account Supervisor, Content Marketing

Direct Reports: 2-3

Full Tilt Consulting is a marketing communications agency specializing in elevating brand voices for both internal and external stakeholders. We work with an eclectic mix of clients from many industries, of all sizes, and across the globe. At Full Tilt, we are dedicated to workplace practices that support both work and personal needs and the alignment between the two. We are based in Historic Roswell and, as a team, love to enjoy all the area offers. We are looking for an experienced account leader to shepherd client growth across all digital marketing channels for a roster of clients.

This role is for you if you have expertise leading content marketing for multiple brands within a collaborative, fast-paced agency. The Account Supervisor will glean actionable insights to lead brand strategy across social and digital channels and will be a key contributor to our team's growth and success. This senior team member will manage a growing team of at least two direct reports responsible for paid, earned, shared, and owned (PESO) digital marketing campaigns.

Key Responsibilities

- Develops integrated communication strategies for a roster of clients across social media, content marketing, email, print, and digital marketing channels.
- Oversees management of all social media campaigns. Define KPIs and measure success of social media campaigns
- Develops and manages content marketing calendars, including the creation and publishing of original content, for clients and in-house agency efforts. Work with internal team to implement, manage, measure, and optimize editorial content.
- Ensures all projects are managed effectively and efficiently while maintaining high quality of work
- Strategize, develop and manage for clients all communications and media actions on all channels, including online, email, and social media.
- Oversees day-to-day account logistics and budgets for client roster
- Manages and develop a team of junior professionals
- Stays abreast of emerging technologies to best position agency capabilities
- Leads audience and customer persona research efforts and applies insights accordingly

Skillset Requirements

- 8+ years of experience in brand strategy and management working across many different mediums and bringing 360-view of marcomms to the agency
- Proven ability to lead accounts and account teams while managing multiple deadline-driven projects simultaneously in a fast-paced agency environment
- Experience with development of brand identity, awareness and online reputation.
- Strategic understanding of content management (including website).
- Experience with leading audience and buyer persona research.
- Excellent knowledge of best business practices for Facebook, Twitter, LinkedIn, Instagram, and other social media channels including identifying and building KPIs
- Strong leadership qualities; exceptional interpersonal, presentation and communication skills.
- Critical thinker with problem-solving skills.
- Capable of working well as part of a team as well as independently.
- Excellent organizational skills and attention to detail.
- Proficient computer skills, including experience with Microsoft Office Suite.