



## **Job Description: Manager of Client Services**

BrightWave Marketing is an award-winning agency specializing in email marketing and digital targeted messaging programs. BrightWave Marketing partners with clients in the development, management and strategic optimization of digital messaging programs that drive revenue, cut costs and build relationships.

The Manager of Client Services will be a key position at our agency. The right person will have the opportunity to plan and execute targeted messaging programs for our roster of blue chip clients. This person must have a passion for interactive marketing, and more specifically email, SMS and social marketing programs as well as the ability to serve clients with integrity, a strong attention to detail and capable of managing multiple projects at the same time.

The right candidate will have a passion and interest in helping grow a fast moving, exciting company that is generating a lot of buzz in an always changing industry. The perfect candidate has email marketing experience from an agency or client facing position and can lead and execute award-winning strategic and tactical marketing programs and interact with clients on a daily basis.

Specifically, this role requires detailed project management experience and knowledge in the areas of email marketing, email software tools, industry metrics and best practices. The right candidate will have many opportunities to develop additional skill sets, enhance their career and compensation in a faster than normal fashion.

### **Responsibilities Include:**

- Primary client contact for major accounts
- Manage marketing program details and expectations with clients
- Provide strategic consultation and recommendations to clients
- Coordinate data/lists transfers and relevant data matching with clients
- Efficient with email deployment, segmenting and reporting tools
- Develop and execute effective email, SMS and social marketing campaigns
- Assist with creation of HTML emails based on client provided content/branding
- Manage and coordinate internal master campaign schedules
- Manage campaign reporting and resulting analysis
- Evaluate program performance and provide recommendations for enhancements
- Email database management
- Assist in administrative functions, as needed
- Any other functions as the company sees fit

### **Desired Qualifications:**

- Detailed project management skills and experience
- Client/Project coordination background and client services management experience
- Extensive interactive marketing experience with a concentration in email marketing programs
- Experience and desire in working with small, fast moving company with little structure
- Strong communicator with ability to articulate ideas, both written and verbal
- Intermediate strategic and tactical marketing skills
- Strong knowledge of the Internet and emerging trends and applications
- Ability to think creatively and strong attention to detail
- Ability to work independently and with minimal structure
- Ability to lead cross functional teams
- Ability to jump from "high profile" projects to "digging a trench" type projects without missing a beat and maintaining enthusiasm
- Strong working knowledge of Microsoft Office programs - Word, Access, PowerPoint and particularly Excel

### **Education and Experience Requirements**

- BA or BS required
- 5-7 years of interactive marketing experience
- 3 years of email marketing experience
- Strong references

For more information, please visit BrightWaveMarketing on the web at [www.BrightWaveMarketing.com](http://www.BrightWaveMarketing.com)

Contact: [jobs@BrightWaveMarketing.com](mailto:jobs@BrightWaveMarketing.com) - Please include **Manager of Client Services** in the subject line with a cover letter, resume, overview of email experience and desired compensation. BrightWave Marketing, Inc. is an Equal Opportunity Employer.