



QUESTIONS TO ASK YOURSELF

Are you humble, hungry and smart? Do you have a strong work ethic? Are you looking for the opportunity to join a fast growth company with unlimited potential? Are you looking for an employer that wants to help you grow personally and professionally with a significant financial upside when you deliver exceptional business results?

If you answered yes to those questions, then we should chat.

RESPONSIBILITIES

The Marketing Account Manager is a Jill/Jack-of-all trades role that is critical to delivering measurable results for our clients. You'll be the face of the account, leading the relationship AND charged with the responsibility of improving performance through the development and execution of highly effective digital marketing strategies. Our next team member will be expected to drive account-level strategies and dive into the execution of these ideas as well. That could include building a project plan; designing an email; writing ad copy/taglines/hooks; developing and implementing all aspects of paid search and paid social campaigns from keyword research to bid strategy, ad design, conversion optimization, and performance analysis; reviewing results and communicating with our clients. You'll be heavily involved in all the marketing services we offer our clients.

If you can check your ego at the door, actively participate as part of a team, bring energy to the office each day and are looking for a career—not a job—then we would like to hear from you.

- Manage client relationships and establish yourself as the go to person for action
- Prepare for client calls with results and actions (weekly, monthly and quarterly meetings)
- Thought leadership—lead strategies and implementation of creative marketing executions, including email blasts, digital ads, landing pages, direct mail, print ads, sales collateral, social posts, white papers, website content, etc.
- Drive account-level strategies and initiatives to deliver growth
- Actively manage and execute effective digital marketing strategies on behalf of our clients, including SEO, email marketing, paid search, content marketing, and ideally a strong interest in social media
- Work with internal and external teams (SEO, PPC, content and design strategists) to ensure client deliverables are executed in accordance with the agreed upon strategic objectives
- Work hands-on with internal leadership to enhance the company's product offering and the ongoing development of Viden Marketing's value chain
- Participate and establish yourself as an expert in client presentations
- Thought leadership to continuously improve overall inbound marketing strategy

REQUIREMENTS & QUALIFICATIONS

- Cultural fit (equally if not more important than technical skill)
- Service our clients with a GREAT experience—always remembering that without clients we don't exist
- Strong work ethic
- Curious and motivated by growth (for our clients, for our company and for yourself—in that order)
- Driven by producing measurable results and wanting to stand out for excellent work
- Career driven, not job driven
- Competitive and like to win (for our clients, for our company and for yourself—in that order)
- Ability to look at priorities in the business and take action without being told what to do
- Excellent organizational skills
- Exceptional written, oral and presentation communication skills
- Proven history and track record of success
- Experience with marketing automation platforms (HubSpot, Pardot, etc.) and email marketing platforms (not required, but is a plus)
- Ability to write compelling ad copy and tag lines that inspire engagement AND action
- Experience in analytics tracking and campaign creation within Google Analytics
- Ability to create and manage AdWords/Bing campaigns, Facebook Campaigns, and LinkedIn campaigns
- Experience developing and/or updating WordPress sites (not required, but is a plus)
- Marketing Account Manager will have 1-6 years of hands-on digital or traditional marketing experience
- BA/BS in a related field (Business, Advertising, Marketing, Design or Public Relations preferred)
- Must be able to work in person in our Minneapolis based office (494 and France Avenue)

The benefits awaiting you include:

- Competitive salary
- Generous bonus program
- Company subsidized health insurance plan
- Retirement plan with company match
- Company provided life insurance
- Profit sharing program
- Generous PTO plus paid company holidays
- Free parking (494 & France Avenue)
- Working with a large variety of clients from multiple industries
- Experience working within a fast-paced marketing agency setting
- Skyrocketing potential for learning, growth, and upward mobility
- Company sponsored grill days and happy hours



WHO SHOULD AND SHOULDN'T APPLY?

- Who SHOULD apply?
 - Someone working as a one-or two-person team doing all facets of marketing for a company that generates new leads or new customers
 - Someone who has run marketing or lead generation campaigns for an agency
 - Someone working in the marketing field but feels overlooked, stuck or doesn't see a long-term path for career growth
 - Someone who has been a freelancer and wants to have the support of a cohesive team
 - Someone who is tired of the agency world and believes there is a better client service model
 - Someone who hates the "stuffy" and "elitist" attitude of their current company and wants to work with good people (both internally and externally)
 - Someone with a lead generation or metric-driven marketing background
- Who should NOT apply?
 - Someone who stares at the clock waiting for the workday to be "over"
 - Someone who wants to do just enough to get by versus pushing for excellence
 - Someone who looks for someone else to tell them what to do every day
 - Someone who doesn't like to work or doesn't want to grow in their professional life

HOW TO APPLY

- Email a resume and reasons why you feel you are uniquely qualified to Careers@VidenMarketing.com.

COMPANY OVERVIEW

Viden is a data-driven marketing and media buying agency focused on creating customer acquisition and direct marketing campaigns for our clients. We work closely with advertisers and media outlets across the country to help our clients acquire new customers and generate new revenue streams. If you enjoy a fast-paced environment where you can go home at the end of the day feeling like your job matters, Viden is the place for you.

