

Account Manager

Summary

StoryTeller helps its clients grow their business by turning their website content into their greatest sales asset. We create marketing people love. Our people are our greatest asset when solving for our clients and helping them reach their revenue goals. Our culture is a direct connection to our core values - Problem Solver, Lock Down Reliability, Get Shit Done, Driven to Mastery, and Inspire by Example. These core values guide us in selecting people who will help us accomplish our mission of enlightening and empowering people. We welcome applicants who have a growth mindset and thrive on creative collaboration.

About the Job

As an Account Manager at StoryTeller you are an inbound marketing strategist with HubSpot Marketing Hub experience who develops and manages client relationships, earning a position as trusted advisor. You develop content strategy and oversee implementation of digital content strategy (blogs, content clusters, video, etc.) and marketing automation strategies that help our clients grow their business. You are also a high-EQ and empathic leader who is obsessed with delighting his/her clients and has a proven track record in running successful content marketing campaigns. This is not a sales position.

Responsibilities

- Applies an advanced understanding of organic online Content Marketing and its use in driving brand awareness, marketing automation and sales enablement
- Guides strategy for editorial calendars, provides clear direction to brand journalists, and conducts interviews with subject matter experts as needed
- Writes and edits blog (long and short-form) and marketing copy
- Provides recommendations that connects client revenue goals with content strategy and associated conversion tactics
- Provides project management and clear direction for the account services team
- Ensures client work is completed on time and on budget
- Ensures client deliverables are of the highest quality
- Proofs all deliverables for accuracy and effectiveness
- Engages in ongoing client communications

Desired Skills and Experience

- Experience in HubSpot Marketing Hub is required
- Proven success in content strategy, content development, SEO, social media marketing, and marketing automation
- Experienced in PPC strategy, email marketing, and conversion rate optimization

- Strong understanding of search-friendly web design and ability to make design and technical recommendations
- 5 or more years of agency experience
- Excellent written and verbal communication skills, including proper grammar, spelling, and proofreading skills
- Consultative client leader who is comfortable asking courageous questions to clients and colleagues
- Desires working in a fast-paced, challenging environment
- Motivated by meeting and exceeding defined and measurable performance goals
- Naturally curious, charismatic, and passionate attitude; “Glass half full” demeanor
- Demonstrated effective time management skills
- B.A. or B.S. Degree or industry equivalent experience

About StoryTeller

StoryTeller helps its clients grow their businesses by turning their stories into their greatest sales assets. We create marketing people love. Our people are our greatest asset when solving for our clients and helping them reach their revenue goals. They are also the reason we are a 2022 Minneapolis/St. Paul Business Journal "Best Places to Work." Our culture is a direct connection to our core values - Problem Solver, Lock Down Reliability, Get Shit Done, Driven to Mastery, and Inspire by Example. These core values guide us in selecting people who will help us accomplish our mission of enlightening people and empowering people. We welcome applicants who have a growth mindset and thrive on creative collaboration.