

Associate 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 Associate Account Manager, you'll have the opportunity to flex your customer relationship management and marketing automation skills through problem-solving, collaboration, and implementation. You'll play a pivotal role in executing our client's content marketing and marketing automation tactics. You are a process-minded, technically adept digital marketer with a background in CRM software and marketing automation software (preferably in the HubSpot platform). Experience in pay-per-click advertising is strongly encouraged. You are highly accountable and reliable, work well in a supporting role on an account team, and must be able to manage multiple tasks at one time. We welcome applicants with a growth mindset who thrive on creative collaboration and personal accountability.

Responsibilities

- Implement, optimize, and share client campaign assets including blog posts, forms/landing pages, CTAs, emails, chatbots, etc.
- Assess and modify CRM data/properties to fit client's needs and help troubleshoot CRM issues as they arise
- Monitor and optimize pay-per-click advertising campaigns (Google, LinkedIn, and Meta)
- Perform analytical and tactical blog and CTA audits
- Implement minimal website copy and design updates using the HubSpot web platform
- Write blog and social media posts and schedule for distribution on occasion
- Contribute to overall strategy for inbound marketing clients in conjunction with the Accounts and Content teams

Desired Skills and Experience

- Technically adept, especially in marketing automation software and customer relationship management software, HubSpot preferred
- Disciplined, naturally curious, and an analytical and critical thinker
- Thrives in a support role in a fast-paced, challenging environment

- Exceptional time management skills
- Experience with Google Ads, Google Tag Manager, and social media advertising platforms
- Motivated by meeting and exceeding defined and measurable performance goals
- Must possess a genuine hunger to learn inbound marketing strategy and tactics, and the HubSpot marketing platform
- Excellent written and verbal communication skills, including proper grammar, spelling, and proofreading skills
- Minimum of 2 years related experience
- B.A. or B.S. Degree in related field

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.