

Account Manager

Location:	Cape Town
Job level:	Mid/Senior
Type:	Permanent
Company:	Fishgate

Fishgate is a dynamic and innovative marketing agency that specialises in providing comprehensive marketing solutions to clients across various industries. We pride ourselves on our creativity, strategic thinking, and dedication to delivering exceptional results for our clients in digital and above-the-line marketing channels.

Position overview:

As an account manager at Fishgate, you will play a pivotal role in supporting senior management in managing client accounts and overseeing the successful execution of campaigns across digital and above-the-line channels. You will work closely with our senior management team, clients, and a dynamic small team of marketing professionals to drive growth, foster client relationships, and achieve business objectives through a holistic marketing approach.

Key responsibilities Include (but is not limited to):

- Client management support: Assist in building and maintaining strong relationships with clients, serving as a key support contact for all marketing-related matters.
- Campaign execution assistance: Support the execution of integrated marketing campaigns, ensuring they are delivered on time, within budget, and meet performance targets across all channels.
- Cross-functional collaboration: Collaborate with internal teams in creative, media planning, marketing research, PR, and analytics to contribute to integrated solutions that maximise reach and impact.
- Performance analysis: Assist in monitoring and analysing campaign performance metrics across all channels, providing insights and recommendations for optimisation and continuous improvement.
- Budget management support: Assist in managing client budgets effectively across digital and above-the-line channels, tracking expenses and ensuring ROI goals are met.
- Reporting assistance: Contribute to preparing and presenting regular reports to clients.
- Industry knowledge development: Stay updated with marketing trends, best practices, and emerging technologies in both digital and traditional marketing to drive innovation and competitive advantage.

Qualifications:

- Bachelor's degree in marketing, business, or a related field.
- Three years of experience in marketing, account management, or a similar role with digital and above-the-line marketing exposure.
- Proficiency in managing integrated marketing campaigns across multiple channels.
- Excellent communication, presentation and negotiation skills.
- Demonstrated ability to work collaboratively in a team environment.

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