



Digital Account Associate

Job Description

Fast growing, digital direct marketing agency based in Northern VA is seeking a self-motivated, creative **Account Associate** to help fuel its growth. Associate assists with multiple online fundraising and marketing programs for a variety of conservative, political non-profit organizations and candidates. Includes; drafting e-mail copy, creating display ads, peer-to-peer mobile asks and client communication.

Primary Duties and Responsibilities

- Write effective e-mails that generate net revenue, ROI and activate supporters
- Generate innovative ideas and concepts to keep marketing programs fresh, exciting and relevant
- Research, fact-check and edit own material for accuracy
- Use CSS and HTML to build responsive e-mail templates and code content
- Manage social media content and advertising campaigns
- Design and build landing pages for use in e-mail and advertising campaigns
- Report e-mail metrics, financial results and overall program statistics in an accurate and efficient manner to internal and external stakeholders
- Communicate with client to get edits and/or approvals on various projects
- Know and understand conservative politics and each client's mission and goals
- Study external work to learn industry best practices
- Stay up-to-date on technology trends impacting online marketing & fundraising

Core Competencies

- Impeccable attention to detail and organizational skills
- Strong writing and communication skills
- Quick learner, self-sufficient and willing to tackle any task as a team or independently
- A positive attitude with outstanding communication and client relation skills
- Strong knowledge of politics and conservative ideology
- Ability to work under pressure and meet strict deadlines
- Working knowledge of e-mail marketing and online advertising
- Willingness to put in extra hours at night and on weekends to capitalize on fundraising opportunities when they happen
- Professional curiosity to learn direct response marketing trends

Requirements

- Minimum 1-2 years of comparable experience
- Experience writing content marketing or fundraising creative preferred
- Experience in political or non-profit digital fundraising preferred
- Proficient in Microsoft Excel, Word, and Outlook
- Experience with HTML5, CSS3, Adobe Photoshop and Creative Suite
- BA/BS degree; preferably in Political Science, English/Writing, Marketing or Communications

Want to make an impact and help build a dynamic marketing agency? Think you have the entrepreneurial spirit it takes to join our marketing team? Tell us your story, submit cover letters, salary requirements, resumes and any recommendations to jobs@blitzdigitalgroup.com with **ACCOUNT ASSOCIATE** in the Subject field. Resumes without cover will not be considered. For further company details, please visit our website: www.blitzdigitalgroup.com/jobs