

TRINDGROUP is a B2B marketing, public relations and design agency with a specific focus on niche industries, including agriculture, marine, oil and gas, aquaculture, manufacturing, wastewater and engineering.

We build brands and specialize in transforming messages into visual and written concepts that enhance a brand and fit within the overall business strategy.

We are hiring a Junior Account Manager to join our team. This person will work closely with senior account managers to manage assigned client accounts as well as spearhead trade show registrations and some advertising spends. This role is responsible for building strong client relationships and coordinating and managing various marketing projects and advertising campaigns by creating written content, reporting metrics, email marketing and blogs. Essentially, this position supports client work as needed and varies monthly based on client trade shows, advertising schedules and marketing needs.

The ideal candidate should have a desire to work in a fast-paced agency and be ready to learn and invest time to understand our clients and their respective industries. This person must be organized and have problem-solving and implementation skills. They should be proactive, energetic, detail-oriented, creative and strive for excellence. This person works directly with leadership to meet all the strategic client details.

This is a full-time position working in our office based in Auburn, AL. This position requires interaction with TRINDGROUP clients, so strong communication and customer communication skills are a must. Travel will be necessary. TRINDGROUP offers:

- Competitive Salary
- Employee Health Benefits
- Professional Development
- Opportunities for Business Travel
- Paid Time Off
- Opportunity for Growth

The ideal candidate will join client calls, complete and follow up on necessary tasks and complete bi-monthly and monthly reporting for all clients. Candidate must work well in a team environment, exceed under pressure, be able to manage multiple projects and have an interest in industrial markets.

If you are looking to join a fast-paced, creative team, we encourage you to apply. For consideration, please submit a cover letter and resume to Kelli Hartsock @ kelli.hartsock@trindgroup.com.

Essential Responsibilities:

This individual will work with our marketing and public relations team to manage and coordinate the details needed to complete monthly client workflows.

Client Management

- Act as a shared point of contact between the agency and a portfolio of clients

Project Management

- Coordinate and manage various marketing projects and campaigns
- Write, schedule and coordinate email marketing

Strategy/Brand Manager

- Work with clients and internal teams to define marketing strategies and objectives
- Work within the brand identity yet continue to evolve

Campaign Execution

- Oversee the execution of marketing campaigns by assigning projects to design team
- Write and edit copy; manage the internal routing process

Data Analysis

- Analyze campaign performance data and provide insights for improvement
- Prepare end-of-month reports regarding client performance, including analysis of data

Administrative Tasks

- Organize and manage client files and documentation in Dropbox
- Schedule and maintain Basecamp assignments

Tradeshow Coordinator

- Register clients and maintain master tradeshow calendars

3rd Party Advertising

- Work with third party vendors on advertising campaigns
- Work with account managers to negotiate best packages for clients

Position Requirements:

- BA/BS from an accredited University or College in a relevant field
- 2-4 years of marketing or advertising experience, prior experience in marketing or agency setting is preferred
- Proven experience working in a professional office setting

- Strong writing skills
- Manage multiple projects and know when to ask questions or ask for help
- Travel to clients for specific projects and attend weekly client calls
- Work with account manager(s) to develop monthly workflows for each client
- Assist with developing End-of-month reports, pulling social media metrics, reviewing analytics and interpreting data, determining monthly accomplishments
- Monitor Google Search Console and pull reports as needed
- Utilizes, incorporates and follows messaging guides, customer personas and brand standards guide of each client
- Maintains competitor matrices of assigned clients
- Assists with website updates to ensure website content is timely, accurate and follows marketing/pr strategies (coordinates design work with design team)
- Maintains media lists of assigned clients
- Email marketing, list and CRM management

TRINDGROUP Team Member Qualities:

- Optimism and a desire to learn industrial products and services
- A motivated and driven person who collaborates well with a team to find solutions to complex problems
- A proficient communicator who can clearly articulate ideas, engage in healthy debate, and accept directional feedback
- Continually strive to exceed client expectations
- A strong work ethic and the ability to meet deadlines
- Detail-oriented and able to meet tight deadlines, handle multiple projects and priorities
- Play an active role in meetings, bringing new ideas and techniques to the table

Additional Responsibilities:

- Collaborating closely with the marketing team to ensure the client's marketing strategy is being met
- Ensure quality of work and style is consistent and cohesive and meets marketing and sales objectives
- Utilizes, incorporates and follows messaging guides, customer personas and brand standards guide of each client

Work in the Following Programs:

- Microsoft Office 365
- Campaign Monitor
- Mail Chimp
- SharpSpring CRM
- Meltwater

- XPRT
- ThomasNet
- Range me
- Various other client platforms