

Production Client Services Specialist

(Paid Ads, SEO & Website)

Position Title: Production Client Services Specialist (Paid Ads, SEO & Website)

Reports Directly To: Director of Production

Location: Remote Employee

FLSA Status: Hourly

Summary

This position provides excellent customer service to our clients and business partners with a focus on Websites, SEO and Paid Ads. This candidate will work to ensure client satisfaction by managing client relationships, setting expectations, gathering client assets, supporting the team, assisting in production, and communicating with clients effectively.

He/she is the ambassador for the company, promoting Dream Local to the local and national community. Therefore, conducting themselves in a professional manner.

Responsibilities

- Strong customer service skills by phone, in-person, video chat and email
- Communicate clearly and effectively with clients via phone and email
- Sets and maintains client expectations
- Follows and adheres to all time policies set forth by the company SLA
- Manages timelines and projects for Paid Ads, SEO & Websites
- Coordinates website fulfillment, packaging and delivery to clients
- Transfer client information into project management system in a timely manner and notify those assigned to project
- Present deliverables confidently to clients via phone or email
- Coordinate schedules and facilitate communication to book meetings
- Contact clients frequently and consistently to keep projects moving forward
- Send progress reports and explain client analytics and performance
- Determine and communicate upsell opportunities
- Loads all insertion orders for paid ads into the tracking system
- Ability to look at projects as a whole to determine opportunities for growth and identify starts and stops in the process.
- Assist client in gathering assets
- Translate client business goals to technical solutions
- Understand how to apply our solutions to solve business goals and needs

- Advocate for customer internally
- Paid advertising quotes and strategy ideas
- Illustrate client ROI with reporting
- Communicates deadlines and deliverables to SEO contractors, reviews deliverables, and submits them to the client for review

Qualifications and Skills

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Passionate about helping clients and desire to help businesses succeed at their goals
- Work in a fast paced environment
- Strong attention to detail
- Ability to think outside the box and see things from other perspectives
- Ability to multitask and manage a high volume of projects from inception to completion at one time
- Working knowledge of Paid Ads, SEO, Websites
- Verbal and written skills to effectively communicate with the team regarding projects
- Ability to see the larger scope and impact of a project to offer suggestions and solutions
- Ability to be objective
- Strategic thinker
- Professional conduct always
- Follows all rules and regulations set forth in the latest Employee Handbook
- Be innovative and always looking for the new and upcoming trend
- Working knowledge of project management and how it relates to businesses
- Desire to grow and increase their knowledge
- Ability to talk confidently to clients about various tech products and how they correlate with one another

Preferred Qualifications and Skills

- Basic WordPress knowledge
- Basic knowledge of and familiarity with CSS and HTML5 in regard to how they work
- Basic knowledge of domains, DNS, and hosting and how they work together
- Basic knowledge of responsiveness and optimizing for mobile environments
- Basic working knowledge of SEMrush, AHrefs, Screaming Frog, Google Data Studio and other SEO tools.
- Understanding of paid advertising and the differences between PPC, Lead Generation, Display, Video, etc.
- Understanding of the relationship between paid ads, SEO, and other products that Dream Local provides.
- Facebook and Google Certification preferred
- Willingness to work hard and obtain training for skills that you do not currently possess including training outside of company hours if necessary.

Requirements

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: certification in an appropriate discipline preferred.

Supervisory Responsibilities: N/A

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

Dream Local Digital is an Equal Opportunity Employer. Receipt of this job description does not constitute a promise or guarantee employment.