



**Title:** Digital Services Specialist

**Department:** Digital

**Reports to:** Digital Director

### **Job Summary**

The Digital Services Specialist is responsible for building a relationship between the Account Team and Digital departments. Works to ensure both teams meet clients' needs through reporting and meetings.

### **Overview**

- Internal communication - Provide a clear and confident source of communication to Account Team and other departments in company
- External communication - Assist in client communication. Attend client meetings and prepare meeting materials where necessary
- Continuously monitor client's reporting dashboards for trends, opportunities or issues
- Meet monthly with each Account Team representative to communicate state of account and opportunities
- Conduct new business audits and aid in new business research, pitches
- Freedom to try new ideas and experiment to benefit our client and agency needs
- Manage client accounts for digital services as needed

### **Qualifications**

- Bachelor's degree in Marketing or related field; or equivalent experience
- 5+ years working in digital marketing services either in an agency or in house
- Expert level knowledge of Google Analytics, Facebook Ads and Google Ads
- Strong communication skills
- Strong attention to detail, scheduling, and organization
- Automotive industry experience is preferred
- Must be able to work from our office space in Birmingham, AL