

Digital Account Associate
Location: Washington, DC

Overview:

Nahigian Strategies, a fast-growing public relations and communications firm, is seeking to add an energetic, personable and tech-savvy Digital Account Executive with working knowledge of digital and social media platforms for commercial communications and public relations to our team.

Responsibilities:

The Digital Account Associate supports the execution of social and digital media campaigns for our clients. This role is responsible for developing and updating website content, monitoring digital media engagement, managing social media accounts, developing and executing digital marketing strategies, including ad buys across a variety of digital platforms, and developing analytic reports. Responsibilities include:

- Support client accounts in the development and execution of digital communication campaigns and strategies
- Draft wide-ranging client facing materials including website content, graphics, info graphics, video scripts and social media content
- Identify ways to optimize web content to increase traffic and improve SEO
- In coordination with the Account Managers, support strategic integrated communications campaigns that include earned, owned and paid media components
- Produce weekly and monthly reports for clients that demonstrate success of digital marketing campaigns
- Articulate the value of digital adds for company strategy and performance
- Interface with vendors engaged in digital campaigns, ensuring projects remain on track
- Stay up-to-date with digital technology and social media trends
- Participate in client meetings and presentations (as needed)
- Participate in weekly team meetings

Qualifications:

- In-depth understanding and previous experience working with online marketing tools and social media platforms, and interest in keeping up with the latest technology trends
- Self-motivated, self-starter, able to independently execute with minimal supervision in a fast-paced environment
- Strong organization, prioritization and project management skills
- Ability to use a data driven approach via web analytics for monitoring and reporting of online marketing campaigns
- Confidence to ask questions and learn new things
- Attention to detail in every aspect of work
- Experience working with Adobe InDesign and Illustrator
- Experience with SEO/SEM and CRM software (preferred)
- Previous campaign experience (preferred)
- Ability to meet deadlines
- Bachelor's degree or an equivalent in experience and ability

- 1-3 years of experience working with digital platforms

About Nahigian Strategies

Nahigian Strategies, LLC (NS) is a full-service, communications management firm that offers clients several decades of combined experience in strategic communications and national public education and advocacy campaigns. NS utilizes a highly effective strategy and planning model that integrates all elements of public relations, public policy, and public affairs, to maximize impact to drive measurable results. NS is recognized for its innovative, integrated, and leveraged communications approach, creative development capability, powerful and compelling messaging, disciplined execution of inventive strategies, sophistication and speed in its crisis management, and unique insights in the face of complex communications challenges. Though our capabilities are wide ranging, our objective is always focused on helping our clients grow and win.

To Apply

To apply, please send a cover letter and resume to careers@nahigianstrategies.com indicating the desired position in the subject line. Salary is commensurate with experience. We respectfully ask that you refrain from calling about your application. We will contact you if we see a good fit. Thank you for your interest in joining our team.

