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**Content Marketing - Account Manager**

Mississauga, Ontario, Canada · Content Marketing [collapse job description ↑](https://kenna-1.workable.com/jobs/623801/preview?show_description=true)

**Description**

Innovation. Creativity. Integrity. Empowerment.

These are our core values at kenna.

For the past 30 years, kenna has attracted the highest calibre of employees to join our dynamic, multi-disciplinary team of marketing, development, and advertising experts.

**What you’ll be doing as our new– Account Manager - Content Marketing**

* You will act as a link between the clients and kenna and will be responsible for strategic planning and execution oversight on customer program development.
* You will liaise between the client and a range of kenna staff in order to; develop reports and analysis, provide strategic insights and direction for campaigns and work with their clients throughout campaign and/or project lifecycles, ensuring that this work is completed on time and on budget.
* You will become familiar with the nature of the client’s products, programs, business culture and competitive landscape
* You will gain a solid understanding of the client data and databases to assist with the identification of high-potential prospects amongst existing and potential (new) customers.
* You will assist the delivery team lead and/or planning team as required with the development of the client’s marketing plan and communication strategies (offline and online).
* You will work with the account director and the client to develop customer programs that meet organizational needs.
* You will develop reports and insights and conduct internal testing/quality assurance.
* You will oversee the implementation of customer programs. ♣
* You will lead meetings with clients and other agency staff.
* You will communicate the client’s feedback to the analytics, data and technology/development departments and discuss the next steps.
* You will monitor the effectiveness of programs and providing metrics reporting for campaigns.
* You will assemble estimates, handle budgets and manage costs for both kenna and the client’s customer programs
* Preparation of briefing documents and initiation of new projects for the client. ♣ Oversee the status to ensure timely delivery. ♣ Ensure regular and timely project status meetings and post mortems are held with the internal and external teams to keep campaigns on track and assist with the prioritization of tasks and resolution of any project related issues for the client.
* You will demonstrate effective management of project delivery dates.

**Requirements**

**Skills we’re looking for:**

* Flexibility to adapt to a fast-paced, deadline oriented work environment
* Have an interest and experience in customer interaction models, customer loyalty and behavioral insights.
* A proactive and highly organized approach with an ability to motivate, persuade and deal with a broad range of people, from creative to developers to clients.
* You can interpret client requirements, determining appropriate actions, and presenting insights to lead to informed decision making. ♣
* You can work under pressure and assimilate large quantities of information quickly while paying attention to detail. ♣
* Excellent communication, interpersonal and team skills.

**Education that will help you succeed:**

* A University Bachelor of Science in Agriculture, a Bachelor of Science degree with a Plant Science and/or Biology focus, or an Associate Diploma in Agriculture; OR a minimum of 3-7 years of equivalent work experience in a related field with a post-secondary degree in business, and/or marketing focus.

**Benefits**

**Where we see you progress:**

Opportunities increased Account Supervisor

***We’ve been engaging customers and employees since 1985.***

**Where we see you progress:**

Opportunities for growth/career plan:

* Account Supervisor
* Account Director
* Director