Remote Marketing Manager Position Available

Are you an over achiever that gets bored easily? 🤔 ¿Te imaginas aprender sobre diferentes industrias while helping businesses grow?

En Boral Agency, nos especializamos a ayudar businesses stand out through innovative marketing strategies. We're a bilingual agency with a strong track record, driven by creativity, strategic thinking, and results. Our team is passionate about crafting impactful campaigns, optimizing digital presence, and helping brands grow in competitive markets.

We are looking for a dynamic Digital Marketing Account Manager ready to take the world by storm, in English and Español. As an Account Manager, you will:

- Serve as the lead point of contact for all client account management matters building and maintaining a strong, long-lasting client relationship, positioning yourself as a strategic marketing advisor, not just a project manager.
- Build and present full-funnel marketing strategies tailored to each client's goals, pain points, and target audiences.
- Define positioning and messaging, and translate insights into integrated marketing campaigns.
- Develop quarterly and monthly marketing plans that align with business goals and include SEO, paid media, email marketing, content strategy, social media, and lead generation.
- Create campaign roadmaps and timelines that clearly outline objectives, channels, deliverables, and KPIs.
- Collaborate with internal teams (design, development, content, and media) to ensure campaigns are executed smoothly and on-brand.
- Present marketing plans and performance updates using Canva or PowerPoint, with clarity and confidence.
- Analyze competitors analysis, keywords, google analytics, campaign results, and optimize campaigns in real time, and identify opportunities to improve ROI.
- Track KPIs across the funnel, from traffic and engagement to conversions and retention, and use data to drive decisions.
- Identify upsell and cross-sell opportunities based on performance gaps or evolving client needs.
- Manage a portfolio of 6 to 9 active clients with a high level of organization, accountability, and proactivity.
- Maintain consistent communication with clients, leading monthly strategy calls, delivering reports, and addressing challenges before they become problems.
- Stay current on marketing trends, tools, and platforms to ensure your strategies stay fresh and competitive.

Is this You?

- 6+ years working directly with clients in a fast-paced, deadline-driven environment.
- College degree in Marketing, Advertising, Business, Communications (or equivalent experience).
- Exceptional communication, gramar, proofreading, and editing skills.
- Hablas español!
- Advanced knowledge of marketing tools and technology, including WordPress, Canva, HubSpot, Airtable, Hootsuite, Adobe Suite, Google Analytics, and Google AdWords. Certifications preferred.
- Attention to detail is a MUST (Si no notaste la “m” que faltaba en “grammar” arriba, este rol no es para ti.)

Join us in making a difference in the world, one business at a time. If this aligns with your career aspirations, we want to hear from you!

Application Requirements:

- Manda tu resume y cover letter contando tu experiencia.
- Provide examples of your work.
- Only apply if you DID notice the missing “m” 😉

Job Type: Full-time Contractor.
Pay: $1,500.00 - $2,000.00 per month depending on experience
Work Location: Fully Remote. We require fluent English.

Apply here: https://www.boralagency.com/careers/
Position applying for: Digital Marketing Manager