

JOB DESCRIPTION

TITLE: DIGITAL ACCOUNT MANAGER

DEPARTMENT: COMMUNICATIONS MANAGEMENT

LOCATION: ON-SITE INDIANAPOLIS | HYBRID SCHEDULE

Hirons is a WBENC-Certified marketing and communications consulting firm providing advertising, PR and digital services. For more than 47 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

As an employee-owned company, Hirons team members are especially enthusiastic and loyal because our unique structure provides each person with an ownership stake in the company. Together, we live out the Hirons mantra: Outthink, Outwork, Outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **be BOLD.**

Communications management department

Hirons' communications management department serves as the primary interface between the agency and our clients, managing projects across all departments to ensure each client benefits from the most responsive and strategic solutions possible. Diverse in experience, driven, smart and connected, members of the team are tasked with direct client consultation responsibilities while overseeing and creating collaborative interdisciplinary teams.

As consultants, we work alongside our clients to understand their specific organization, target audiences, products or services, and business goals – becoming trusted extensions of the client's team. We thoughtfully create marketing and communications solutions alongside our team of subject-matter-experts to flawlessly deliver strategies and tactics that exceed our client's expectations.

Job Summary

The Digital Account Manager will serve as lead project manager for client businesses and industries with digitally-focused services. The role is responsible for proactively assessing client needs, nurturing client relationships, articulating insight, inquiring strategically, managing timelines, and demonstrating accountability for financial management.

Duties and responsibilities

- Possess a keen understanding of the client's business goals and objectives.
- Anticipate client and account team needs.
- Develop digital insights, innovative recommendations, and communications plans.
- Demonstrate knowledge of a comprehensive digital ecosystem.
- Be responsive to questions and requests.
- Create collaborative relationships across all agency departments.
- Proactively manage deadlines ensuring all team members meet expectations.
- Keep assigned projects on strategy and within budget.

- Oversee project management functions, including:
 - Managing workflow in Hiron's project management system.
 - Writing digital strategy briefs and client rationale.
 - Ensuring accuracy of necessary information (specifications, deadline sheets, creative files, brand documentation, etc.).
 - Meeting with departmental leads to discuss available resources, bandwidth and allocation of assignments.
- Lead client meetings; present agency recommendations; explain strategic rationale.
- Maintain organized electronic files on the appropriate server, including conference reports, client contracts, client records, agreements, and all relevant client information.
- Manage monthly client budget tracking and monitor hours spent on projects.
- Identify new opportunities for additional agency services within existing clients.
- Assist in the development of account coordinators in their professional growth plan.
- Attend weekly 1:1 status meetings with direct supervisor.
- Identify and assist in business development opportunities with potential new clients.
- Participate in internal and external professional development opportunities.
- Complete other projects/responsibilities as assigned.

Qualifications and skills

- Bachelor's degree in marketing, communications, advertising, public relations, journalism or a related field.
- Minimum two years' agency experience in digitally focused marketing, advertising, or communications industry.
- Strong orientation toward client service and customer satisfaction.
- Proven experience managing digital marketing initiatives including display advertising, website development, SEO, social media, PPC and email marketing campaigns.
- Strong organizational skills with the ability to handle multiple deadlines.
- Superior verbal and written communication skills.
- Tested experience in developing strategic communications strategies and tactics.
- Firm grounding in critical thinking and resourceful problem solving.
- Proven ability with budgeting and financial management.
- Familiar with qualitative and quantitative research techniques.
- Motivated, organized and detail-oriented attitude.
- Ability to manage time effectively and adapt to shifting priorities.
- Ability to handle all work in a positive and courteous manner.
- Demonstrated professional maturity both in and out of the office.
- Excellent presentation skills.

Character

All Hiron's employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hiron's holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hiron's employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction.
- Do what you say you are going to do.

- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on social media.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Job Title: Digital Account Manager
Department: Communications Management
Reports To: Account Director
FLSA Status: Exempt (assuming minimum salary requirement)
Prepared By: JS
Prepared Date: 12/22/25
Approved By: LR
Approved Date: 1/05/26