



Job Title: Digital Account Manager
Reporting to: Head of Sales & Marketing
Location: Carlisle

Are you a creative digital marketer with a passion for delivering impactful campaigns? H&H Reeds is expanding our digital marketing services to meet growing demand, and we're looking for an experienced digital account manager to help us achieve exceptional results. If you have a strategic mind and a love for digital marketing, we want to hear from you.

About the Role:

As a Digital Account Manager, you will lead the delivery of social media marketing campaigns and working on content for large-scale website projects. Your responsibilities will include managing and optimising paid advertising campaigns, focusing on social platforms, project management, and creative collaboration. You will ensure our clients receive the high standard of service that H&H Reeds is known for.

Main Responsibilities:

- Build and maintain strong, collaborative partnerships with key clients
- Manage and optimise paid advertising campaigns on social platforms to achieve targeted goals within allocated budgets
- Utilise copywriting skills for content creation for websites
- Create and manage organic social content across multiple accounts
- Develop engaging ad copy for various social media channels
- Manage social media and marketing content calendars
- Collaborate with the team to meet deadlines and develop innovative campaigns
- Proficiency in social media analytics tools to track performance and optimise strategies based on data-driven insights
- Create engaging graphics and videos for social media. Either by using Canva or Adobe CC software (desirable experience)
- Maintain high levels of attention to detail and visual aesthetics in all content
- Stay informed about the latest trends, technologies, and best practices in social media marketing, and incorporate them into our strategy as appropriate

Essential Skills, Experience, and Qualifications:

- Minimum of 2 years of experience in business social media content creation, with a proven track record of managing social media campaigns
- Impeccable spelling and grammar
- Ability to work collaboratively with a diverse team of creative and technical professionals
- Broad knowledge of social media platforms, including Facebook, Instagram, LinkedIn, etc
- Proven experience in digital account management with a strong understanding of marketing strategies and project management
- Proven experience in paid social marketing accounts
- Excellent communication, organisational, and analytical skills
- Proficiency in Adobe CC, Microsoft (Word, Excel, PowerPoint)

Why Join H&H Reeds?

H&H Reeds is part of the H&H Group, based in Carlisle on the edge of the beautiful Lake District in Cumbria. For over 140 years, we've been committed to hiring the best people to deliver the highest quality products and unparalleled customer service.

We are a dynamic and close-knit digital and design team dedicated to working on a variety of fascinating large-scale projects. Despite our small size, we bring immense creativity and innovation to every endeavour, ensuring that each project we undertake is executed to the highest standards

Join us and be a part of a team that is making a significant impact in the digital and design world.

What We Offer:

- Competitive salary and company pension
- Training and personal development
- Free onsite parking and salary sacrifice schemes
- Income protection policy and private healthcare benefits

We are proud to be an employer of choice in Cumbria, reflecting our ambition, vision, and values in everything we do—from teamwork to client relationships.

To apply in confidence please send your application, including your CV **via the online form** or post to Margaret Irving, Group Personnel Manager at H&H Group plc, Borderway, Rosehill, Carlisle CA1 2RS on 01228 406334.

Alternatively, for a personal chat or more information, please contact Jonathan Nagle (Head of Sales & Marketing) at Jonathan@hhreeds.co.uk or call 01228 581983

Join H&H Reeds and be a part of something special. Let's redefine digital excellence together!