

## Join London's leading creative digital agency

**Job title:** Client Success Manager

**Team:** Client Success Team

**Location:** Hybrid, minimum 3 days per week in the office for the first 6 months

**Salary:** £30,000 - £35,000 (depending on experience)

The Web Kitchen (TWK) is a creative digital agency that specialises in producing outstanding brand narratives, visual identities and websites across a range of sectors. Founded in 2006, we have grown steadily through the years to become the team of 26 that we are now, mostly based from our offices in central London and Brighton. We are a close-knit team split into four departments: Design, Development, Project Management and Client Success.

The vast majority of new clients approach us because they ultimately need a new website, though the journey to get there often takes us through storytelling and brand work too. At TWK, Project Managers are responsible for helping win the business and subsequently working with the client and our teams to produce and launch their new site.

The Client Success team then takes over the client relationship and are responsible for ensuring that the new website meets the client's objectives and continues to evolve and improve over time.

Beyond the maintenance, support and hosting of the website itself we also provide a range of other services to our clients including SEO, digital marketing, e-newsletters, print design and branding.

The type of work we deliver for our clients will vary depending on the partnership plan they have signed up to - these plans range from providing basic maintenance services through to more strategic support that results in the Client Success Manager becoming a virtual extension of the client's marketing team.

As well as being the strategy consultant for clients, the Client Success team lead the client communications internally at TWK and liaise with our design and development teams to deliver mini-projects that deliver on the clients' goals.

### **Responsibilities include:**

- Regular email and verbal correspondence with your clients
- Taking time to understand your clients' wider marketing objectives, establishing how TWK can help and pitching those services to your clients
- Monthly Wordpress and plugin updates + reports on the performance of the websites you manage, both internally and externally
- Proactively looking for ways to improve the performance of the websites you manage
- Liaising with the design and development teams at TWK to provide services to your clients

### **These are the skills you will need to succeed in this role:**

- Clear written communication - exceptional grammar, spelling and attention to detail
- Clear verbal communication with clients with the ability to listen, interrogate and interpret a brief
- An enthusiastic and positive attitude, with a genuine interest in creativity and technology
- Ability to manage multiple tasks at one time and prioritise accordingly
- Ability to think creatively to solve problems
- An understanding of how websites work as part of a broader marketing strategy

### **Successful applicants will also have at least two of the following:**

- A technical understanding of how a website works including hosting, domains and content management
- A strong understanding of Search Engine Optimisation including how to continuously improve a site's SEO and monitor results
- The ability to interpret and report on website tracking data, such as Google Analytics
- Experience of working in an independent school Admissions or Marketing department, or digital agency
- Experience of delivering digital marketing campaigns such as PPC, social media marketing or email marketing

### **The Web Kitchen is a friendly and flexible place to work. There are a number of benefits including:**

- Flexibility on your working hours
- 25 days holiday per year, on top of bank holidays
- An additional day of holiday per year for every 3 years of service

- Annual team away days including an overnight trip - past trips have included Barcelona, Valencia, Amsterdam, Bristol and Brighton
- A competitive salary based on your experience and your skills
- Employee pension scheme, matched up to 4% of your salary
- Regular team socials
- A cycle-to-work scheme

**We are also acutely aware of our impact on the world and therefore:**

- Are a climate positive business through our tree planting scheme with Ecologi: <https://ecologi.com/theagencycollectivec/thewebkitchen>
- Gift 2% of new project revenue to feed hungry children in schools through our partnership with Mary's Meals: <https://www.marysmeals.org.uk/>