

Executive Assistant/Accounting Coordinator

Digital Marketing Company – Roanoke, Virginia

The Executive Assistant/Accounting Coordinator is an administrative role that reports to the president of LeadPoint Digital. A strong background in accounting and receivables as well as media buying is a plus. The responsibilities are versatile, managing accounting tasks, assisting in human resources functions, and coordinating media buying activities. This position demands strong organizational skills, attention to detail, and the ability to juggle multiple tasks. The ideal candidate will also have experience with digital media buying and be able to manage ad budgets efficiently.

Responsibilities

Administrative

- Track employee time and attendance
- File client paperwork
- Serve as executive assistant to the president with duties as assigned
- Maintain confidential files and sensitive information.
- Handle special projects as directed by the President.

Media Buying/Receivables

- Process media purchase orders
- Focus on receivables
- Keep detailed records of client ad spends
- Maintain up-to-date knowledge of industry trends and digital media tools.

Accounting

- Assist with general accounting duties such as accounts payable (AP), accounts receivable (AR), invoicing, and expense reports.
- New Order entry, verify costing, product code, and billing schedules
- Maintain accurate financial records, ensuring compliance with company policies and regulatory standards.
- Reconcile bank statements, ledgers, and other financial data to ensure accuracy.
- Assist with monthly and year-end financial closings, including preparing journal entries and financial reports.
- Work with external auditors and other financial professionals as needed

Human Resources Support

- Assist in maintaining employee records and ensuring compliance with HR policies and procedures.
- Support the onboarding process, including preparing new hire paperwork and coordinating orientation schedules.
- Assist with benefits administration, including tracking enrollment and changes.
- Help coordinate employee training sessions and maintain training records.
- Assist with payroll-related tasks and ensure timecards are accurate and submitted on time.
- Respond to basic employee inquiries regarding HR policies and benefits.

Team Synergy

- Communicate progress and status of tasks with the Digital Marketing Manager
- Coordinate and consult with other Digital Marketing Specialists, Strategists, Writers, Designers, and Developers.
- Continuously evolve your knowledge of online user behavior, digital marketing, and your clients.

Qualifications:

- Degree in Accounting, Finance, Business Administration, Marketing, Human Resources, or a related field preferred.
- Proven experience as an Executive Assistant, Accounting Coordinator, Media Buyer, or HR Assistant.
- Proficiency in accounting software (e.g., QuickBooks, Xero) and Microsoft Office Suite (Excel, Word, PowerPoint).
- Experience in digital media buying and managing ad budgets.
- Strong organizational and time-management skills with the ability to manage multiple priorities.
- Excellent written and verbal communication skills.
- Discretion and integrity in handling confidential information.

Preferred Skills:

- Experience with media buying platforms such as Google Ads, Facebook Ads, or programmatic buying tools.
- Familiarity with HR policies, employee benefits, and recruitment processes.
- Strong analytical skills and the ability to interpret campaign performance data.

Compensation

- \$50,000 annual salary
- Lead referral bonus for leads that close, 3% of entire agreement value
- \$50 cell phone reimbursement per month
- Health insurance
 - \$300 Paid Per Month by LeadPoint for Employee
 - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, Including:
 - Dental Insurance
 - Vision Insurance
 - \$10,000 Term Life Insurance
 - Short-Term Disability Insurance
 - Family Coverage Available, Cost to Employee Varies
- Simple IRA with 3% Employer Matching
- 4-weeks of paid vacation
- 5 paid sick days
- Flexibility for Personal Situations