



JOB DESCRIPTION:

Account Executive

REPORTS TO:

Account Group Director

JOB SUMMARY:

Plans, coordinates, and directs advertising campaigns for agency clients

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Coordinates the development of the advertising activities in accordance with the client's objectives and budget limitations
- Guides day-to-day development of advertising activities within approved plans
- Ensures that progressive stages are approved with adequate time to meet schedules
- Coordinates the development of the advertising activities in accordance with client's objectives and budget
- Coordinates with media, creative, production, and account group the recommendations for the advertising campaigns to be used
- Consults with creative, media and research staffs to communicate client objectives and to develop alternative strategic solutions
- Submits ideas and cost estimates to client for approval
- Coordinates the development of the evaluation and analysis of advertising activities
- May negotiate proposal and budget with client, making modifications as necessary and arranging for contract signing
- Coordinates activities of production team in order to carry out client-approved campaign within budget and time limitations
- Maintains confidentiality while working closely with client regarding all aspects of campaign
- Serves as liaison between client, production team and creative group as well as business units
- Reviews and approves client billing
- Uses market research information to evaluate, adjust, and redirect campaign
- Generates leads and new revenue streams

QUALIFICATIONS:

- Bachelors Degree in related field preferred
- 4+ years of account service experience preferred

COMMUNICATION ABILITY

Ability to read, write and comprehend sometimes-complex instructions, correspondence and memos. Ability to effectively present information in one-on-one and group situations to customers, clients, and other employees of the organization.

REASONING ABILITY

Ability to apply common sense understanding to carry out detailed and sometimes involved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.

COMPUTER SKILLS

Personal Computer proficiency, specifically spreadsheet, word processing, database, Internet, and email applications. MS Office preferred including MS Outlook365. Workamajig experience a plus.

LEADERSHIP RESPONSIBILITIES

May supervise the work of others

**WORK ENVIRONMENT**

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. Employee must be able to see. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.