

**WHO WE ARE:**

It seems like, these days, many ad agencies are ashamed to call themselves ad agencies. They'll say they're storytellers, brand ninjas, or stuff like that. Not us. We're an ad agency and proud of it. A 62-year-old one, at that. And while the mediums and channels have changed over the past six decades, one thing has not: that it's our job to make our clients shine. A task, by the way, we gladly take on in the form of creative, PR, media and analytics. For us, it's all about getting results for our clients. Each and every day. Just like we've done for the past 62 years.

JOB TITLE:

Account Executive

REPORTS TO:

Group Account Director / Sr. Account Executive

JOB SUMMARY:

Primary client contact on day-to-day development and implementation of marketing communications programs, including advertising campaigns and production projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Is the voice of the client at the agency, and as such develops in-depth expertise on the clients' business and industry, including current competitive information, industry trends and overall technological advances
- Builds relationships at appropriate client level, establishing rapport and credibility based upon trust, delivery and expert counsel
- Maintains confidentiality while working closely with client regarding all aspects of business
- Persuasively, professionally and effectively communicates in both a verbal and written manner
- Ascertain clients' needs and effectively communicates them back to both the client and agency teams
- Develops proactive business building ideas for client and agency
- Uses market research information to evaluate and direct advertising campaigns
- Coordinates the development of advertising activities in accordance with client objectives, timelines and budgets, with internal departments including offline and online media, digital marketing and analytics, creative, and production
- Secures client and agency approval on media and creative briefs. Opens job orders, submits change orders and approvals.
- Provides clear and complete direction to agency teams on all projects
- Guides day-to-day development of advertising activities within approved plans
- Works closely with agency media and creative teams on buys and ads; presenting and securing approval of plans and creative work
- Coordinates ongoing evaluation and analysis of advertising activities
- Coordinates with production team in order to carry out client-approved projects within budget, time and ROI goals
- Submits weekly status reports and meeting agendas to client, as well as meeting conference reports
- Represents account team at photo and broadcast shoots
- Manages advertising and production budgets, estimate approval, and client billing
- Manage on-going training and development of direct reports
- Understand and follow all agency procedures, including time sheets, expense reports, processes and paperwork.
- Works with supervisor to manage account P&L and ensure profitability of account based on agency income.
- Brings a positive and enthusiastic attitude about agency life, clients' business, and understands how to have fun!



QUALIFICATIONS:

- BA/BS degree in related field preferred
- 3-5 years of account management experience required

COMMUNICATION ABILITY

Ability to read, write and comprehend sometimes-complex instructions, correspondence and memos. Ability to effectively and persuasively present information in one-on-one and group situations both internally and externally.

REASONING ABILITY

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

COMPUTER SKILLS

Personal computer proficiency expected. We use the Apple suite of products as well as Microsoft for Apple. Experience with the following programs preferred: Excel, Word, PowerPoint and Keynote. Microsoft Outlook and SharePoint. Workamajig experience a plus.

LEADERSHIP RESPONSIBILITIES

May supervise the work of an Assistant Account Executive and/or an Account Coordinator. Will interface on a daily basis and lead account direction and task management with the media, digital marketing/analytics, production, creative and finance teams at the agency.

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.