



**Account Executive**

**December 2013**

**Job Description:**

The Account Executive is responsible for daily contact between the agency and client accounts and interfaces with various agency departments to move projects through on behalf of the client. This includes meeting with the creative director concerning creative issues and input, the media director concerning media planning, the public relations director concerning publicity, the director of digital marketing concerning interactive projects, and the production manager concerning scheduling and timing.

The individual who fills this position must be driven and exemplify strong leadership qualities, as well as fit into the agency's established culture.

The account executive has major input in developing strategic marketing plans for their clients. After plans are developed and presented to clients, the account executive is responsible for carrying out the plan on a daily basis.

The primary area of responsibility for this position is to interface with clients and internal departments, however this individual may also oversee some other account executive/coordinator work as appropriate.

This position requires an individual with the capacity to maintain a high level of awareness and organization with client activities, detail-oriented management, and professional communication with key client contacts as needed.

**Responsibilities:**

- Handles day-to-day activities for assigned clients.
- Keeps apprised of progress of clients' projects through production and traffic managers or other relevant personnel.
- Initiates and manages client jobs
- Effectively presents, sells and defends all agency work/proposals to clients; supports other client service team members in these functions.
- Keeps apprised of clients' brands/products/services/marketing developments.
- Assists in preparing client invoices, proposals, marketing communications and strategic marketing plans, media and public relations plans.
- Regularly checks for and responds promptly to all client communications, including calls, emails and text messages.

- Coordinates with interactive account executive to ensure traditional/interactive synthesis of marketing efforts.
- Oversees execution of approved programs.
- Checks and approves creative/production materials, copy, layouts, and production art, and coordinates client approval of same.
- Reviews billing prior to release to clients; ensures prompt collection of accounts receivable.
- Informs account supervisor regularly of account progress for all assigned clients; involves account supervisor immediately in event of potential problems, i.e., client/agency relations, budget overruns, etc.
- Coordinates project timing and budgets with all relevant agency personnel.
- Actively seeks additional projects/new business from client contacts.
- Represents agency at industry and community functions.

### **Education and Training:**

Applicants must have a bachelor's degree in advertising/marketing or relevant field. Successful candidate will need to be able to manage a wide variety of tasks at one time with a strong emphasis on detail.

In addition, applicants must:

- Have previous experience in a marketing/communications role. Specific AE experience is a plus.
- Have strong verbal and written communication skills
- Be well organized and detail oriented
- Have excellent people skills and the ability to work with a wide variety of personalities
- Maintain a professional appearance and persona
- Perform while working long hours, especially under tight deadlines
- Be able to handle pressure well

### **About the Agency:**

DaviesMoore builds rewarding relationships and successful brands with integrity, confidence, and accountability. We sustain a fun and productive environment absent the roadblocks of ego and complacency, proving that brilliant marketing can be both pragmatic and bold.

**Submit cover letters, resumes, and/or portfolios to [jessica@daviesmoore.com](mailto:jessica@daviesmoore.com).**