

Job Title: Account Executive
Department: Account Service

Status: Exempt
Reports to: Director of Account Services,
Account Supervisor or Account Director

Position Summary: The Account Executive (AE) is responsible for the daily contact between the company and their client(s). The AE is responsible for the planning, execution and delivery of timely, creative work. The AE interfaces with all service groups within the company, on behalf of the client. In order to move client's work through to successful completion, the AE meets with service group managers and project team members to direct and manage each project. The AE is expected to have total ownership of all aspects of his/her accounts with an understanding that "the buck stops here." The Account Executive must be available for travel and is expected to work beyond a normal 40 hour/week as needed. A career plan to move into the Account Manager position is preferred.

General Purpose: Day-to-day client contact/relationship, project management and internal advocate of the client's brand and proactive problem resolution.

Essential Functions:

Client Relationship and Growth

- Develops knowledge and actively seeks current information about client's industry, organizational structure, products, services, markets and distribution network
- Stays abreast of client's industries and competitors
- Attends business conferences and/or trade shows, visits sales reps/dealers in the field (if applicable)
- Continually develops and cultivates client relationships while monitoring the "health" of each account
- Proactively presents ways to add value to all client-specified assignments
- Identifies and helps address client issues/concerns on a timely basis
- Ensures client communication is timely and meets the needs of the client (call backs, reporting, contact reports)

Fiduciary Responsibilities

- Assumes and manages fiscal responsibility for client budgets allocated to the company
- Monitors job costs and grows overall account profitability
- Provides forecasts for each client per requirements of the company
- Enters record of billable time within 3 days into JACKSON's accounting software
- Executes Cancelled Cost Forms and 20/20 reviews and shares key findings with the team
- Executes and delivers client invoices per company-directed timeframe
- Assures that Letters of Estimates (LOEs) and Revised Estimates are completed and in all jobs

Execution of Plans and Projects

- Helps prepare and present annual plans
- Develops strategies for and manages all project work that supports and ties to annual plans and overall brand positioning and key messaging
- Identifies, develops and presents new solutions to enhance clients marketing efforts
- Oversees all project management and day-to-day activities for assigned clients
- Engages clients for input and approval at key stages for plans, creative strategies, concepts, copy, layouts, etc.

Essential Skills & Experience:

- Excellent interpersonal and communication skills (written and verbal)
- Strong time management, organizational and critical thinking skills
- Proactive, resourceful, strong team player
- PC proficiency in MS Excel, Word and PowerPoint

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Nonessential Functions, Skills & Experience:

- Minimum 3-5 years agency experience or comparable marketing experience equivalent to this position

Reporting to this Position:

- Account Coordinator (if applicable)
- Account Representative (if applicable)

Physical Demands & Work Environment: The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle, or feel objects, keyboards, office equipment, reach with hands and arms; climb stairs; balance; stoop, kneel, crouch, talk and hear. The associate must occasionally lift up to 20 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral, vision, depth perception, and the ability to adjust focus.
- Work environment: The noise level in the work environment is usually moderate.

General Sign-Off: The associate is expected to adhere to all company policies.