

Title:

Senior Account Executive

Summary of basic function:

The Senior Account Executive (SAE) identifies client needs and opportunities, then applies appropriate agency resources by providing strategic direction and ongoing project management to creative, media, production and other agency disciplines (including collaboration with partner agencies and vendors, if applicable).

The SAE has significant input in helping develop strategic marketing programs for our clients and often responsible for managing multiple accounts or large accounts. After the plan has been developed and presented to the client, the SAE has the responsibility of carrying the plan out on a daily, project-by-project basis individually or through delegation of work to other members of the account team. The SAE is actively involved in launching and managing campaign work, delegates assignments to agency team, integrates effectively with creative, media, PR and digital teams and ensures the needs of the client are met.

SAEs may also be tasked with gaining new business from existing clients.

List of main duties:

- Manages day to day functions of Account Executive and Assistant Account Executive, as assigned by supervisor.
- Meet with clients to discuss and provide input on goals, objectives, and needs.
- Thinks ahead, anticipates outcomes and client needs, and plans accordingly.
- Identify advertising requirements and possible audiences.
- Devise advertising campaign strategy and write creative briefs.
- Set deadlines jointly with client and relevant agency personnel.
- Effectively presents, sells, and defends all agency work/proposals to clients.
- Present campaign ideas to client individually and with creative teams or other agency personnel.
- Get budgets and ideas approved by client.
- Brief media, creative, digital and PR staff and external partners, when appropriate.
- Maintain regular contact with both agency staff and clients.
- Manage budgets and campaign costs.
- Present and review invoices with clients.
- Communicate and build marketing campaigns with agency personnel.
- Ensure client revenue goals are met, when assigned.

Other/additional responsibilities for SAE: This position will also be responsible for additional duties:

- Develop close relationships with senior level client staff.

- Can effectively manage the tactical day-to-day and demonstrate a capacity and desire to lead the strategic vision.
- Can manage assignments for other account management team members.
- Can analyze situations/challenges accurately and offers meaningful business solutions that add value.
- Assist in business development as needed as part of pitch team in acquiring new accounts.

Qualifications:

Ideal candidate will have 5+ years of experience working in an advertising or public relations agency or similar environment. The SAE will have experience and skills in developing compelling strategies, writing proposals, and making presentations.

Account responsibilities:

Selected accounts, to be named.