

# Eddy Alexander

GROWTH  STRATEGY

Eddy Alexander, an international award-winning, full-service marketing, communications, and growth strategy consulting firm seeks to hire a full-time...

## Account Executive

Eddy Alexander's Account Executives manage client relationships and project timelines for the agency. Externally, the successful candidate will listen closely for client needs, recommend strategic solutions, communicate project status, and present deliverables and performance reports routinely to keep clients happy and willing to serve as agency advocates and referral sources. Internally, the successful candidate will coordinate a variety of subject matter experts to develop custom solutions and curated client recommendations while ensuring the timely delivery of project deliverables. They'll estimate level of effort required to meet client needs and right size costs and work plans to meet client expectations. They'll prepare and secure client contracts and oversee project work plans and traffic flow to ensure all agency deliverables meet agency standards and client expectations and are delivered seamlessly on time and within budget.

## Responsibilities

As a marketing account executive, you'll be expected to:

- meet and liaise with clients regularly to discuss business needs and project status, identify new and emerging needs, and ensure successful delivery of their project and account requirements
- brief internal team on client needs and circumstances
- work with agency colleagues to develop campaigns that meet the client's goals within their resource landscape
- present (alongside agency colleagues) campaign recommendations and budget requirements to the client
- write client and creative briefs
- Communicate work plans and client requirements to the broader account team (research, editorial, design, creative, digital, and production)
- Meet with account team regularly to track progress and act as the link between the client and the agency - maintaining regular contact with both
- ensure that communication flows effectively in both directions
- manage expectations and negotiate with clients and agency staff about the details of campaigns and final work product to balance customer satisfaction and agency profitability
- present creative work to clients for approval and/or modification where needed
- manage budgets, campaign costs, and scope changes, invoicing clients on schedule

- write client reports to document the relationship and continuously share relational knowledge across the organization to improve performance for each stakeholder
- monitor the effectiveness of campaigns and prepare regular client reports to ensure clients continue to see and value Eddy Alexander's contributions
- undertake administrative tasks as needed
- arrange and attend meetings
- make pitches, along with other agency staff, with the aim of securing new business for the agency.

Account Executives are expected to bring demonstrated professionalism and executive acumen, represent the brand values through every interaction, provide strategic understanding of the role and value of marketing communication in client advancement, offer working knowledge of creative production in order to suggest ever-more efficient ways to meet client needs, and have proven experience supporting a wide variety of clients with a variety of campaign projects. They must provide consistent high-quality inbound and outbound communication, value data driven insights, keep excellent notes, and oversee file management systems that support the efficient execution of all creative projects and client deliverables.

Ultimately, the account executives serves as the client advocate 'on the inside,' and the agency advocate 'on the outside.'

#### **Position Requirements:**

- Demonstrated understanding of the value of Marketing and Communications in client success
- Demonstrated success and professional work experience in marketing, advertising, and/or branding
- Ability to establish and maintain high value client relationships
- A meticulous eye for detail
- Ability to clearly explain, articulate, and defend agency and client decisions
- Ability to work independently while contributing actively to a team environment
- Professionalism business acumen
- Creative confidence and the ability to take and apply feedback to advance the quality of final creative output
- An appetite for diverse assignments and client challenges
- The ability to work effectively and professionally with teammates and clients from a variety of industries and backgrounds
- Great interpersonal skills and a pragmatic and positive attitude
- A bias towards simplicity and streamlined usability
- Solid computer skills, including working mastery of the Adobe Creative Suite, Microsoft Office, and G-Suite workplace products
- Excellent communication and presentation skills
- Bachelor's degree in Business, Marketing, Advertising, Public Relations, Government Affairs, Media Arts & Design, Psychology, Media Studies, Event Management or other similarly relevant field of study preferred

***The following strengths and experiences are also strongly encouraged:***

- Servant leader philosophy
- BtoB sales experience
- Formal project management training
- Formal account management or sales training is a plus
- Creative production experience/exposure is a plus
- Data driven analytics and performance reporting experience is a plus
- Credited industry awards and/or demonstrated contributions to award-winning work
- Formal Design Thinking or Systems Thinking Training
- Advanced Academic Degrees
- Experience in EA priority industry areas: Emerging Technology, Higher Education, Healthcare, Tourism, Economic Development, Professional Services.

**If you have excellent marketing, communication, and social skills, project coordination experience, and the ability to work well with a variety of diverse stakeholders, the energy to contribute proactively and at the highest levels to an award-winning, high-growth firm, please submit a formal resume, and cover letter detailing your interest and relevant background to [info@eddvalexander.com](mailto:info@eddvalexander.com).**

**\* Please put “Marketing Account Executive” in the subject line.**