

Eddy Alexander

GROWTH  STRATEGY

Job Posting (*Released March 1, 2022*):

Senior Account Manager, Eureka, CA

Type: Full-Time

Salary: Commensurate with Experience, plus highly competitive benefits package

Location: Eureka, CA

Description:

Eddy Alexander, a national and international award-winning marketing and growth strategy consulting firm, is currently accepting applications for a full-time Senior Account Manager in Eureka, California. This position will provide ongoing support for Eddy Alexander's expanding Northern California Client portfolio and will work closely with colleagues around the country to continue to position the firm and their clients for long term success, sustainability, and responsible growth.

The successful candidate's primary responsibilities will include:

- Project Management – Advocating for clients and leading a proven team of experienced professionals across a highly collaborative virtual environment to support diverse and ongoing project needs
- Relationship Management - Engaging clients, prospects, and broader members of the Humboldt County community in both proactive and collaborative efforts that drive real, measurable impact for the region
- Campaign Execution - Supporting the design and implementation of comprehensive community marketing campaigns (to include the production of highest quality, brand consistent, promotional materials)
- Organizing local on-the-ground market maturation initiatives, managing third party vendor relationships and licensing agreements as required
- Developing clear, consistent, and professional copy, presentations, and assets for diverse marketing communications and outreach efforts
- Utilizing established performance tracking systems, compliance programs, and efficiency systems
- Developing and delivering detailed reports and recommendations

- Conducting on-the-ground research (primary and secondary) to accurately analyze community value drivers, consumer behavior (e.g. purchasing habits, trends, and preferences), and emerging market opportunities
- Serving as a high-profile community advocate and official campaign spokesperson

*Our ideal candidate will bring demonstrated executive acumen and proven experience interpreting consumer behavior, managing community campaigns, and developing creative strategies to increase brand awareness, affinity, and tourism related sales conversions across a variety of industries.

Position Requirements:

- Consistent professionalism, positivity, and proven executive acumen
- Ability to work independently while contributing actively in a remote team environment
- Creative Confidence
- Servant Leader Philosophy
- Demonstrated success and six plus years of professional work experience in marketing, advertising, public relations, journalism, business, higher education, or community leadership
- Advanced knowledge of both traditional and digital marketing channels
- Experience working with both primary and secondary research data
- Website and social media content management experience (SEO training a plus, coding skills not required)
- Solid computer skills, including mastery of Microsoft Office, Microsoft Excel, and demonstrated proficiency utilizing a variety of cloud-based software and video conferencing platforms
- Excellent communication and presentation skills
- Bachelor's degree in Marketing, Advertising, Public Relations, Sociology, Psychology, Media Studies, business or other similarly relevant field of study

Highly Desirable Skills:

- Journalistic Writing
- Active Listening
- Group Facilitation
- Public Speaking
- Advanced Computer Skills
- Financial Maturity
- Self-Guided Initiative
- Demonstrated Understanding of Composition (Basic Design and Photography theory)

Candidates with any of the following known background performance accelerators are strongly encouraged to apply:

- Community Leadership
- Professional Journalistic Writing/Editing

- National Level Public Relations Experience
- Formal Design Thinking or Systems Thinking Training
- Formal Multimedia Production or Computer Programming Training/Experience
- Advanced Academic Degrees
- Adobe Creative Suite Experience
- Professional Management Consulting Experience
- PMP Project Management Certification or Professional Project Management Experience