

Account Executive

The **Account Executive** is a highly motivated, energetic individual who serves as an important connection between the client and the agency while exhibiting core values of curiosity, warmth and perseverance. They contribute to the agency purpose of helping people make decisions that are in accordance with their values by assisting in the day-to-day management of the client's marketing activity.

This role will actively support the Client Services team in positioning Marriner as a leading marketing communications company in the food, beverage and hospitality space. Reports to Managing Supervisor. Responsibilities include:

Client Relationships

- Build and nurture positive client relationships
- Actively participate in client meetings, leading calls on projects you are responsible for
- Ensure meeting notes and action items are produced and published in a timely manner
- Gather, consolidate, and communicate feedback from the client on campaign work to build satisfaction, recognition of agency value and secure client trust

Strategy

- Perform secondary research and summarize key findings
- Analyze primary research and summarize key findings
- Conduct regular industry research and monitor industry news, publishing key insights to account and strategy teams
- Maintain competitive reviews for clients, updating on an annual basis

Creative Support

- Brief creative teams on projects in a simple and concise manner, ensuring that they are fully aware of the client's requirements
- Pull together and organize all supporting assets and information for efficient project execution
- Compassionately and strategically critique creative work and provide evidence-based opinions
- Ensure that the creative output matches the project brief and passes Marriner's QA standards

Account Execution

- Demonstrate organizational and time management skills to effectively manage work requirements
- Ensure senior account team members are aware of all critical client deadlines to enable them to support you in prioritizing work
- Work with project management to brief appropriate cross-functional team members on assigned projects

- Manage and update client status sheets and Workamajig tasks on a daily basis
- Review project schedules from project management identifying and resolving any discrepancies, monitor progress of projects and ensure deliverables are released in a timely manner
- Take client feedback throughout every project's lifespan and act as an intermediary between client and agency
- Ensure that both internal and external stakeholders involved in projects are informed of all developments, including time, budget, delivery issues and legal matters, at every stage of the project
- Understand and follow agency processes to maximize project profitability
- Understand campaign performance results and support in implementation of optimizations
- Understand impact of estimates against total client budget and agency revenue

Cross-Functional Relationships

- Foster good relationships with all internal departments and cross-functional teams
- Encourage teamwork and practice empathetic communication
- Refer to senior team members for advice and support

Required Knowledge/Skills/Experience

- Bachelor's degree is required
- Minimum 2 years of professional experience
- Agency experience or a client service facing role is preferred
- Food, beverage or hospitality industry experience is preferred
- Basic understanding of both traditional and digital marketing channels and tactics
- Embody a competitive spirit for both Marriner, our clients, and doing innovative work
- Enthusiast of people and building relationships
- Take great pride in your work by being committed to delivering on all activities with excellence
- May require overnight travel up to 5-10%

Key Performance Indicators (KPIs)

- Client relationship building
- Effective and efficient execution of all marketing activities for clients

2022 Goals:

- Support in maintaining a client churn to 10% of billable fees or less through the nurture of client relationships and delivery of smart, effective marketing