

Account Supervisor

The **Account Supervisor** is a highly motivated, energetic individual who is responsible for leading a \$1M+ portfolio and building relationships 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 creating actionable strategic plans that deliver on our client's business challenges.

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 VP, Client Services. Responsibilities include:

Client Relationships

- Develop and maintain excellent relationships with multiple client levels - maintaining contact, building trust and rapport
- Actively participate and support where needed in client meetings
- Meet regularly with clients' team to plan marketing activities that are in alignment with objectives
- Obtain regular feedback from client execution team on agency relationship
- Seek out regular business updates from client and share with senior management team
- Utilize your experience to respond to situations where possible, but understand when to involve the VP of Client Services

Strategy

- Understand how to leverage compelling insights from research analysis in creative briefs and integrated marketing communication plans
- Develop a marketing strategy and lead the development of integrated plans, ensuring the creative and tactics are in alignment with the target values and client's objectives, and serving as the conduit between the client and agency
- Be a student of the client's business and industry to ensure that you are the respected expert on the brand within the agency
- Understand what marketing strategies and tactics will be appropriate and effective for your clients, challenging what's presented, when appropriate
- Understand of why creative work has been developed and its relevance to a client's strategy
- Review provided performance data and insights from the media and performance team to then lead conversations with the client on optimization recommendations, which could include media shifts, creative revisions or budget reallocations

Business Development

- Spot opportunities for organic business growth and map plan to sell these opportunities into clients with manager
- Actively sell the agency's services

- Manage the budgets of your portfolio of clients and help to achieve the right mix of revenue and margin for the agency
- Work closely with senior members of the Client Services team during pitch work
 - When needed, play a key role presenting at pitch presentations
- Oversee project execution and present ways to increase efficiencies and profitability to your manager

Creative Support

- Review creative briefs to ensure they are rooted in research and client and marketing knowledge while also concise and compelling
- Be willing to provide difficult feedback in a compassionate and respectful way to both internal cross-functional team members and clients
- Review creative output to ensure it is on strategy and delivering on the client's objective(s), as well as our target's values and business goals
- Lead the presentation of creative ideas and integrated plans, supporting the cross-functional team in selling in our work

Account Management

- Ensure client dossiers are kept up to date
- Maintain accurate revenue forecasts for the agency
- Take ownership of all accounts within your portfolio, pulling in senior team members when appropriate/needed
- Keep senior management team apprised of any updates related to your portfolio

Cross-functional Relationships

- Delegate appropriate assignments to junior team members and effectively oversees SAE and AE workload and performance
- Develop and grow junior team members through ongoing mentorship and partnership, ensuring development goals and expectations are being set and met on an ongoing basis
- Actively participate in the hiring, managing, developing, and promoting junior team members
- Fosters productive, positive working relationships within internal teams, providing constructive feedback as necessary
- Proactively support your manager, suggesting new ideas and questioning thinking where appropriate
- Refer to senior team members for advice and support

Required Knowledge/Skills/Experience

- Bachelor's degree or higher is required
- Minimum 8 years of professional experience that ideally includes marketing initiatives, to B2B or B2C audiences
- Experience with integrated marketing campaigns is preferred
- Agency experience or a client service facing role is preferred
- Food, beverage or hospitality industry experience is preferred

- Proven ability to lead a client relationship and provide strategic counsel
- Proven ability to drive organic growth and manage budgets
- Ability to effectively manage direct reports and cross-functional teams
- Solid presentation skills with a knack for compelling storytelling
- Proactive self-starter who is strategically driven and tactically aware
- Take great pride in your work by being committed to delivering on all activities with excellence
- May require overnight travel up to 15-20%

Key Performance Indicators (KPIs)

- Client relationship building and retention
- Billable fees growth at or above target
- Successfully sell priority agency offerings/initiatives to existing accounts
- Account Executive and Senior Account Executive retention, growth, training and morale

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
- Departmental agency billable fees annual target = \$2M
- Sell in \$50,000 in incremental billable fees to a client
- Manage employee turnover rate to 20% or less