

# Job description: Account Executive

## Role and Responsibilities

As an Account Executive you'll work closely with various Account Handlers, supporting them with great organisation and knowledge of clients and their projects. You'll manage various tasks for multiple jobs within an account whilst always keeping the scope, timing and budget in mind.

## Key skills

The ideal candidate will already have a keen interest in the world of digital marketing and a willingness to learn. You'll be prepared to work in a fast-paced environment on various different tasks daily. In this role no two days are the same; typical tasks include:

### Client Services

- Attending client meetings, taking relevant notes
- Acting as the link between the agency and client – aiming to be seen as an extension of a client's marketing department
- Understanding the client's customers, brand, competition and challenges
- Managing client expectations
- Dealing with queries promptly
- Aiming to exceed client expectations
- Working with AM/SAM/AD to agree project costs
- Providing briefs for clients to sign off
- Ensuring all work is delivered on time

### Administration

- Ensuring jobs are set up with job numbers/bags/folders
  - Providing agendas prior to client meetings and following them up with contact forms
  - Making sure quoting and timing schedules are provided to clients within 48 hours of the brief
  - Making sure invoicing is completed before the end of the month
  - Ensuring time sheets are completed daily
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## **Planning & Organisation**

- Following established procedures
- Creating schedules of work for every job directed by AM/SAM/AD
- Regularly reviewing progress of tasks
- Working methodically to meet deadlines
- Ensuring a WIP document is kept up-to-date
- Planning priorities allowing for the management of multiple projects
- Working under pressure

## **Communication**

- Determining the best form of communication
- Giving a clear overview on the status of jobs, presenting facts logically
- Using questioning techniques to get relevant information, then interpreting conversation into a brief
- Writing briefs, ensuring they are clear and concise
- Sharing information without prompting
- Showing belief in the brief and the ideas generated from it.

## **Teamwork**

- Developing relationships with key stakeholders
- Listening to the ideas of others and makes positive contributions
- Supporting the team's decisions and goals
- Keeping a 'can do' attitude
- Asking for help when needed
- Keeping teams up-to-date with project developments
- Supporting senior management when required
- Keeping your line manager informed on workload/capacity and pro-actively offering support to the wider team