

### **Job Description: Account Executive**

The Account Executive is the first point of contact with the client. They serve as a liaison between the client and agency staff. The Account Executive completes the Creative Brief and facilitates the Kick-off meetings. They are responsible for gathering all assets required to complete a job and for making sure clients meet their deadlines for approvals, etc. The account executive interfaces with various agency departments to move projects through on behalf of the client.

Account Executives provide input in strategic planning for their clients. Once strategic plans are created and approved, the Account Executive is responsible for ensuring that all work done for that client supports the plan.

The Account Executive reports to the Account Manager/Director of Account Management.

#### *Duties:*

- Facilitates regular briefings with appropriate agency staff to ensure that client work is being completed on scope and on time.
- Works with client to determine the scope of work develops the Creative Brief based on that scope and begins to flush out Specifications.
- Creates estimates and presents them to client and communicates client approval to the appropriate staff.
- Develops change orders as needed for alterations in scope of work and communicates these changes to the appropriate staff.
- Ensures that all work stays within the approved estimates and change orders. This requires daily monitoring of Budget vs. Actual information.
- Effectively presents supports and represent the agency point of view for all work and proposals to clients.
- Reviews and approves all agency work prior to presenting to client.
- Stays abreast of the clients' business model and all marketing efforts.
- Remains knowledgeable of the clients' industry and competition.
- Reviews billing worksheets for accuracy. Recommends any needed adjustments and reviews and approve invoices before they are sent out to the client.
- Maintains regular contact with clients and ensures that client is aware of agency activities and news.
- Continually seeks new work from their clients.