

BooneOakley

Job Title: Account Supervisor

Reports to: Director of Account Services

Date: October 2018

### **Overview**

The Account Supervisor is responsible for directing and overseeing all account activity and work at the agency, as well as managing client and vendor relationships.\*

### **Responsibilities:**

- Develops and sells campaign strategies to client
- Champions the development and selling of big ideas and creative concepts to client
- Supervises development and execution of all work in accordance with client objectives and budgets
- Monitor results of all activities
- Responsible for client budget
- Acquires and maintains a thorough knowledge of the client's business so that marketing and advertising challenges and opportunities may be anticipated
- Strong relationship with client and senior management (internally/externally)
- Initiates thought leadership, ideas and procedures to further client's business and their ongoing relationship with the agency
- Agency brand ambassador to client and other vendor partners
- Supervises and mentors Account Executive and Account Coordinator
- Works with creative, production, media and PR partners in an effective and productive way
- Constant student of advertising and new media

### **Qualifications:**

The Account Supervisor must have a minimum of 6-8 years' related experience in advertising and/or marketing and the following skills:

- Strong leadership and management skills (Client/Agency)
- Solid understanding of what makes great creative and how to sell it
- Proactive in anticipating/preventing problems and solution oriented when problems arise
- Strong decision-making ability
- Strong presentation skills
- Well-developed interpersonal skills
- Effective verbal and written communication skills
- Excellent organization skills and ability to multi-task in a fast-paced environment
- Thorough understanding of creative, media (traditional and digital) and production functions
- Embracing and living out the agency mission: Make it happen
- Passionate about your job and about outstanding, memorable advertising and communications
- Able to travel up to 10 days a month, including one weekend if needed
- Tourism/Travel experience a plus

*\* Account Supervisor will be the lead manager of all external partner relationships, including media, PR, and research.*