

BOONE OAKLEY

Job Description: Account Executive

The Account Executive is the primary representative of the agency, responsible for all day-to-day details of assigned accounts.

Specific responsibilities include:

- Writes creative briefs and briefs creative teams
- Enables the development and selling of big ideas to client
- Initiates and manages all work within the agency and makes sure deadlines are met
- Participates in strategic planning
- Handles billing and manages budgets
- Expert on the client's business and client brand ambassador within the agency
- Strong relationship with client
- Agency brand ambassador to client and other vendors
- Prepares conference reports
- Initiates ideas and procedures to further client's business and their ongoing relationship with the agency
- Supervises and mentors Account Coordinator (when applicable)
- Solid understanding of digital channel usage, and able to work through appropriate campaign strategies and content recommendations with teams
- Strong understanding and experience in social media strategy, campaign development and analytics
- Works with creative, production and media in an effective and productive way
- Constant student of advertising

In order to effectively accomplish these tasks, the Account Executive must have the following skills:

- Excellent organization skills and ability to multi-task in a fast-paced environment
- Outstanding attention to detail
- Understanding of what makes great creative and assist in selling it
- Effective verbal and written communication skills
- Strong interpersonal skills—ability to develop strong relationships with clients and co-workers
- Proactive in preventing problems and solution oriented when problems arise
- Strong understanding of digital, creative, media and production functions
- Embrace and live the agency mission: make it happen
- Passionate about your job and motivated self-starter