

# gyro:

## ACCOUNT EXECUTIVE JOB DESCRIPTION

### SUMMARY

The Account Executive is responsible for the day-to-day execution of assigned client projects. The AE coordinates and manages agency resources for their projects and often acts as the day-to-day interface between the various agency departments that are involved in project development. This position is instrumental in ensuring that projects are completed on-time, on-budget and meets client/agency objectives.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Develop knowledge of clients' business, competitive challenges, and how key strategic issues could impact client/agency objectives
- Develop an understanding of integrated marketing campaign management, production processes and reporting
- Develop project/creative/media briefs based on client/agency input and present briefs to creative team and other agency departments involved in the project's development
- Be proactive - understand the big picture as well as the details and contribute suggestions, new ideas, procedure recommendations, etc. to team and agency management
- Learn how to analyze campaign results, draw conclusions and proactively make recommendations to optimize the client's program
- Identify new opportunities within existing accounts and/or with complementary businesses to recommend and sell additional agency services
- Understand multiple marketing disciplines beyond just advertising or direct response (e.g., how all disciplines can best work together to support client goals)
- Forge strong cross-agency relationships; help train new team members in agency procedures
- Coordinate development of estimates, billing and vendor invoices within approved budgets
- Be the go-to person for production status and schedules for assigned client projects; manage work in-progress, track agency time against estimates and reconcile upon completion
- Provide effective/timely communications to agency staff, clients, and outside suppliers through conference reports, emails, etc.
- Evaluate copy, layout/artwork, media plans and production materials against approved briefs and make recommendations as appropriate prior to concepts being presented to clients
- Anticipate project delays or cost/time overages and proactively address situation with manager
- Keep supervisor and management fully informed of account challenges and opportunities
- Contribute to the overall spirit of GyroHSR by injecting a positive personal impact to the workplace by bringing enthusiasm, energy and a positive spirit to the work environment

### EDUCATION/TRAINING/EXPERIENCE

- Bachelor's degree in marketing communications
- 2-4 yrs. relevant marketing programs management and/or agency experience
- Must have B-to-B experience
- Knowledge of 1-2 integrated marketing expertise areas (print advertising, interactive, online/offline direct marketing, vendor management)
- Excellent verbal and written communication skills
- Proficient in Word, Excel and PowerPoint
- Sound analytical skills
- Excellent interpersonal skills