



SENIOR ACCOUNT EXECUTIVE

The Senior Account Executive position at Red House is responsible for the execution of the day-to-day account activities to ensure client expectations are met. Manages and guides projects through the Agency to deliver superlative client service and added value at every stage. A keen student of marketing and direct/digital marketing techniques, the Senior Account Executive demonstrates a passion for the business. If this describes you, email your resume and a cover letter to Brad Cook at bcook@redhousecom.com.

Your Responsibilities

- Manages several primary accounts with the potential to manage additional secondary accounts
- Maintains frequent client interaction regarding project plan/statuses and gains client trust
- Assists in the development of project related financial plans that include revenue, labor costs and relevant expenses
- Understands and manages factors related to account profitability, client satisfaction and client retention
- Contributes to account growth by identifying opportunities to increase revenues and methods to improve internal processes
- Develops project cost estimates, communicates with client for approval and manages project related costs
- Provides clear direction to staff, prioritizes activities, and assigns projects in conjunction with Directors
- Counsels regularly with supervisor to discuss opportunities, problems, potential problems and issues that impact the client relationship and to receive feedback on performance
- Participates in daily account activities
- Primary liaison between account service and internal departments and team members
- Reviews creative work plan creative execution
- Participates in new business presentations as deemed appropriate by supervisor
- Develops skills necessary for advancement
- Develop knowledge of core marketing tenets and ability to apply to interactive space
- Develop, maintain and apply digital marketing best practices and procedures
- Ability to work with and manage 3rd party partners and vendors to meet client objectives
- Assist in the development of integrated Client marketing plans
- Basic understanding of basic tenets of digital marketing, including Online Customer Relationship Management, Content Management, Analytics, Digital Marketing, E-Commerce and Internet technologies.
- Ability to write detailed proposals and statements of work to clearly define project scope, budget and timelines
- Communication of complex digital marketing solutions in a clear and concise manner
- Set and manage project deliverables including time and cost estimates with internal and external clients
- Ability to manage multiple projects/assignments on a daily basis
- Develop, grow and maintain solid relationships with mid-level clients



Experience

- Minimum 5 years experience in marketing, advertising and/or digital marketing.
- Familiar with broadcast, print and interactive production processes
- Must be able to work independently and support account supervisor and account director from strategic and creative development through execution and production
- Must work well with different departments in the agency, motivate and provide guidance to the creative, production and project management teams
- Must have strong strategic, analytical, and communication skills, both written and oral
- Ability to juggle and prioritize multiple projects
- Experience presenting in client meetings
- Proficiency in Word, Excel, PowerPoint

Education

- Bachelor's degree required