



SENIOR ACCOUNT EXECUTIVE

The Senior Account Executive position at Red House is responsible for cultivating and nurturing strong working relationships across the internal agency and client teams alike. The Senior Account Executive is someone who thrives on the development of innovative marketing solutions while also executing day-to-day account responsibilities and guiding 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 Erik Thogerson at ethogerson@redhousecom.com.

Your Responsibilities

- Manage multiple accounts and projects nurturing client relationships and developing trust.
- Maintain frequent client interaction regarding project plan/status
- Partner with strategy team to collect, analyze and interpret existing business and consumer data from a variety of sources, including concept testing, in-market testing, copy testing, brand health tracking and translate findings into marketplace opportunities
- Cultivate a thorough and nuanced understanding of the client's business, including the business model, products, communication, media news and industry trends
- Assist in the development of integrated Client marketing plans, communicating complex digital marketing solutions in a clear and concise manner
- Primary liaison between account service and internal departments and team members to shepherd agency projects from the earliest concept stage to finish and ensure all agency deliverables are flawlessly executed
- Evaluate the input and ideas of Creative and Media relative to strategy and client preference.
- Champion creative work through client approval process.
- Develop detailed statements of work to clearly define project scope, communicating with client for approval, and managing project related costs.
- Understand and manage factors related to account profitability, client satisfaction and client retention
- Counsel regularly with supervisor to discuss opportunities, problems, potential problems and issues that impact the client relationship and to receive feedback on performance
- Participate in new business presentations as deemed appropriate by supervisor
- Ability to manage 3rd party partners and vendors to meet client objectives
- Ability to manage multiple projects/assignments on a daily basis
- Actively mentor junior account team members, and manage interns, as needed.



Experience

- Minimum 3-5 years experience in marketing, advertising and/or digital marketing.
- Demonstrated success in directly managing client relationships and presenting in client meeting
- Must be able to work proactively on projects, and support 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, media, production and project management teams
- Must have strong strategic, analytical, and communication skills, both written and oral
- Proficiency in core marketing tenets and ability to apply to interactive space
- Familiarity with basic tenets of digital marketing, including online customer relationship management, content management, analytics, digital marketing, e-commerce and Internet technologies.
- Familiarity with broadcast, print and interactive production processes
- Ability to juggle and prioritize multiple projects
- Proficiency in Word, Excel, PowerPoint

Education

- Bachelor's degree required