

SJ Marketing Account Executive Job Description

Overview

SJ Marketing, located in beautiful Incline Village Lake Tahoe, is searching for a gifted, experienced Account Executive to work with a team of highly skilled marketing professionals and an eclectic group of savvy clients.

SJ Marketing is proud to be one of the few remaining marketing agencies that offers complete marketing services with quality and creativity. We focus on resort marketing, healthcare, recreation, government agencies, and any non-profit that we think has a bit of heart & soul.

SJ Marketing team members are service-minded, fun-loving, outdoor-oriented, and collectively creative. Our office is dog friendly (as long as your dog is friendly too), with a hiking path, picnic tables, and lake view just out our back door. We share space and share ideas a lot. We enjoy learning, collaborating, and doing a bang-up job for our clients.

The Account Executive's main responsibilities are to plan, direct and coordinate successful marketing campaigns for their assigned clients.

Responsibilities:

- Effectively communicate and strategize with clients
- Knowledgeable on current marketing mediums and platforms
- Develop strong marketing partnerships with clients and vendors
- Present branding strategies, creative, and advertising strategies to clients and their constituents as needed
- Direct advertising campaigns from concept to execution through communication with all agency departments including creative, social media, public relations, digital, traffic/production
- Ensure approved plans are executed properly so all projects and goals are achieved
- Monitor communication within the agency to ensure projects are delivered as promised in terms of content, time and budget
- Professional and timely preparation of reports, creative briefs, job assignment and day-to-day email correspondence
- Assist in preparing client invoices, proposals, marketing communications and strategic marketing plans
- Effectively managing client budgets
- Manage client meetings, pitching new client ideas
- Effectively sell and describe all agency work/proposals to clients and support other client service team members in these functions
- Lend support to team members to ensure client needs are taken care of

Required Skills

- BS/BA in marketing, communications, journalism or related subject matter
- Four+ years of experience in account management or other marketing related field
- Must be able to work in a group setting and be a team player
- Knowledge/experience in agency setting is a plus
- Macintosh experience a plus

Key Competencies:

- Excellent interpersonal skills
- Has strong communication skills, both verbal and written
- Highly creative, results-oriented team player mentality
- Ability to develop and implement strategic initiatives
- Ability to analyze and solve problems
- Attention to detail and accuracy
- Strong computer skills
- Ability to multi-task under pressure

Salary & Benefits:

- Negotiable based on experience

Please email or send your resume with cover letter to:

jobs@sjmarketing.com

SJ Marketing
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