

JOB DESCRIPTION: SENIOR ACCOUNT MANAGER

A-Train Marketing Communications, October 19, 2021

LOCATION: this is a 100% remote position; A-Train Marketing is located in Fort Collins/Denver, CO and applicants should reside on the front range in Colorado

REPORTS TO: COO

POSITION SUMMARY:

Senior Account Managers oversee the day-to-day management of client accounts by developing great relationships, providing thoughtful, strategic guidance and consulting, managing projects, timing, budgets, and tasks with efficiency, and ensuring the agency is delivering incredible work. Senior Account Managers are the key liaisons between agency production staff and the client, helping to facilitate and manage creative input, advertising and media issues, and online projects. This includes meeting with clients about marketing efforts and needs, assessing the needs and selling the appropriate strategies, and translating these items to staff and partners to produce brand platforms, collateral, advertisements, interactive/online, and other marketing and creative output. Ideal candidate will have prior experience as an Account Manager, Project Manager, etc. - preferably within a marketing agency.

STATUS AND SALARY:

Full time salaried employee. Salary base determined with regards to experience and education. Salary range \$59,000 - \$64,000, plus competitive benefits.

RESPONSIBILITIES:

Manage the client relationship by providing day-to-day account oversight and coordination of agency efforts and lead the production efforts of the agency to ensure they meet client needs and expectations and are delivered on time and on budget. This includes but is not limited to:

- Acts as the key contact for client accounts, offering strategic consulting services, assistance with planning and budgeting, and coordinating the A-Train team interplay with the client team, and facilitating upsells and retainer renewals, etc.
- Performs and manages communication with the client – presents ideas, concepts, drafts, and finals for approval, effectively selling and defending agency work; communicates client feedback to the internal team and manages next steps and revisions; and promptly responds to needs and project requests.
- Documents updated project details, client feedback, account activity/status, etc.; creates change orders (with cost estimates) when necessary.

- Acts as the client's strategic marketing partner by facilitating project success (such as monitoring the effectiveness of campaigns), nurturing the client relationship, and anticipating client needs.
- Keeps apprised of clients' brands/products/services/industry/marketing developments.
- Meets regularly with traffic manager/art director to manage agency efforts on behalf of assigned clients/accounts. Provides staff with well-documented input, support data, and production materials as needed to ensure accurate, efficient, exceptional creative work; ensures that tasks and strategies are clearly defined, approved by clients, and understood by the creative and media groups.
- Analyzes client input, together with content strategist conducts research, fields feedback, etc., to produce marketing plans guiding agency actions on client accounts; after plans are developed and presented to clients, the Account Manager is responsible for ensuring the plan is carried out by the agency.
- Coordinates project timing and budgets with all relevant agency personnel; keeps apprised of progress of clients' projects; regularly checks in with staff to manage project coordination and clarify priorities; provides clients with timeline and budget updates.
- Checks and approves creative/production materials, copy, layouts, and production art before client delivery, and coordinates client approval of same.
- Ensures quality control for every project by keeping on strategy and following brand rules.
- Gains new business from existing clients by growing assigned accounts: anticipates opportunities for existing clients, solicits new business when possible/appropriate.
- Follows up with assigned clients on accounts payable/accounts receivable when appropriate.
- Delivers the highest quality of work with minimal mistakes, on time, on target, and on budget.
- Helps to develop processes and procedures to keep the agency running as efficiently as possible.
- Partners with the COO on training the account management team and other staff members as needed.

MISC.:

- Maintains projects and timesheets in Function Point system, including updates on activities, notes on clients and meetings, completion of project creative briefs, and all other details necessary for staff to complete assigned tasks in order to bring projects to completion; effectively and clearly schedule tasks for others, using brief yet fully understandable language and directives including background information, tasks and instructions from client meetings, and deadlines.
- Responds to and manages tasks in Function Point as assigned per project and client, including task completion and smooth hand-off of assignments to next responsible party.
- Daily completion of timesheets that account for all work performed on behalf of the agency
- Participates in A-Train staff meetings and other events as requested/assigned.
- Promote A-Train through correspondence and attendance at networking events, and other efforts to grow and maintain the agency's visibility in the community.
- Assists in writing proposals as needed to grow assigned clients.

REQUIRED QUALIFICATIONS, SKILLS, AND EXPERIENCE:

Must be super fun, outgoing, and possess the following qualities:

- Agency experience as an account manager is a big plus
- Bachelor's degree required. Preferred fields: marketing, English, communications
- Exceptional client relations skills
- Articulate communication skills (verbal and written)
- Exceptional project and task management, follow-through and follow-up skills and experience – demonstrated ability to manage many projects and tasks simultaneously
- Excellent organizational and presentation skills
- Self-starter and learner with initiative to take on new projects and strategies outside of comfort zone
- Diplomatic and tactful problem solver
- Proactive, confident, open minded, professional, creative, and optimistic
- Business development, sales and/or fundraising experience a big plus
- MS Office, word processing, spreadsheets, email, and electronic file organization skills required.

ADDITIONAL INFORMATION:

Work environment:

This is a fully remote position. Candidate will be responsible for providing their work environment, including basic desk/chair/work area setup. Travel to client locations may be required on occasion. Adequate transportation required (car) and ability to be mobile, traveling to appointments, events, training, etc. as needed.

Physical demands:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. The vision requirements include the ability to adjust focus and close vision.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

A-Train is an Equal Opportunity Employer (EOE) and complies with employment laws as determined by the State of Colorado.