



Job Description

Job Title: Account Executive
Classification: Full-time
FLSA Status: Exempt
Enterprise Team: #3
Supervises: N/A
Reports to: Enterprise Co-Leads
Date Created: June 15, 2016

POSITION SUMMARY:

The Account Executive will provide support to an Enterprise Team (ET) on the team's accounts. They will help plan, conduct and coordinate a range of marketing communications/advertising services on behalf of the accounts.

ESSENTIAL FUNCTIONS:

- Serve as one of the key support people on agency accounts.
- Assist with the creation and execution of marketing plans.
- Contribute big ideas and creative thinking to accounts.
- Help manage the account's advertising project process including research, media, production and integrated communications.
- Provide support in market research, event planning, and production support.
- Assist with the management of program budgets.
- Lead and manage social and digital components to campaigns.
- Engage in and help coordinate client meetings and presentations.
- Manage and oversee support team (if necessary).

OTHER FUNCTIONS:

- The Account Executive is expected to be engaged in professional and community organizations related to the agency's and client's business/industry.
- Other duties as assigned.

MINIMUM JOB REQUIRMENTS:

Education:

- Minimum of a Bachelor's Degree in Public Relations, Communications, Marketing, Advertising or a related field of study required.



Experience:

- A minimum of 3-5 years professional work experience in a related field, preferably in a client or an agency setting.

Knowledge, Skills and Abilities:

- Must possess good organizational skills, demonstrated initiative, flexibility, sound judgment and a positive attitude.
- Must possess ability to multi-task and effectively manage deadlines.
- Must be willing and able to travel.
- Experience managing social and digital-focused campaigns and projects.
- Computer knowledge required (MS office/PowerPoint/Excel).
- Experience in automotive a plus.
- Asian cultural, Asian community, or language knowledge highly preferred.
- Bilingual skills highly preferred.
- Must have excellent client relations/people skills.

SUPERVISORY RESPONSIBILITIES:

N/A

Direct Reports:

- None

SUCCESS FACTORS:

- Passion for work and IW Group service offerings.
- Work well as part of a team, with a range of people.
- Cultural awareness and sensitivity.
- Flexibility.
- Ability to work under pressure and manage stress efficiently.
- Highly motivated.
- Demonstrate sound work ethics.
- Ability to see other people's point of view and cope with criticism.

PHYSICAL DEMANDS:

- While performing the responsibilities of this role, the employee is required to talk and hear. The employee is often required to sit and use their hands and fingers, to handle or feel. The employee is occasionally required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl. Vision abilities required by this job include close vision.



- These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of this role.

WORKING CONDITIONS:

- While performing the responsibilities of this role, the employee will spend most of the time working indoors, in the IW Group office, client office or other identified location.
- This role may require extended work hours (including weekends) to complete certain projects, with or without advance notice.
- This role may require work outside of the office (i.e. client events) or travel outside of the local work area (i.e. national or international client locations).
- While performing the responsibilities of this role, the work environment characteristics are representative of the environment employees in this role will encounter.
- While performing the duties of this job, the noise level in the work environment is usually quiet to moderate.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of this role.