

Account Executive  
Department: Account Management

The Dalton Agency's account manager should be able to handle 4-5 key accounts, which represent a diverse range of business categories. The position provides a great opportunity for critical thinking and collaboration with the creative team to make business-building recommendations to the client. This role serves as the main point of contact with clients and will work closely with VP of Account Services and other account team members on managing the client relationships and providing strategic direction.

Specific responsibilities include:

- Understanding the clients' businesses, products and goals in order to help define client objectives
- Working with VP/Account Services and partners to develop actionable strategies for marketing programs aimed at meeting client business objectives
- Managing all daily activities of the account – broadcast, print, digital, video, point-of-sale, events, etc. – and ensure on-time and on-budget delivery of projects
- Initiating creative, media and other projects and managing them to completion
- Working with VP/Account Services to develop creative and media strategy briefs and briefing teams to ensure proper agency direction and integration with overall brand strategy
- Developing and maintaining strong professional relationships with clients
- Presenting proposals, estimates, briefs, and creative to the client for approval
- Managing client budget and billing on a monthly basis
- Preparing ongoing status updates and conference reports
- Conducting ongoing category intelligence for the agency, and supervise competitive creative and media tracking
- Compiling, analyzing, and making recommendations based on client data.
- Identifying opportunities and potential issues that impact the client's businesses and client relationships

Qualifications & Requirements:

- Ideal candidate will have at least 4 years advertising agency/account management experience
- Must have strong written and verbal communication skills
- Creative thinker, and advocate for the best work possible
- Solutions-oriented and optimistic
- Ability to work with many personalities and pull together a unified perspective.
- Strong attention to detail and proofreading a necessity
- Social media and digital experience necessary
- Bachelor's Degree in marketing, advertising or a related field