

**JOB DESCRIPTION** 09302019**Account Coordinator**

An Account Coordinator should be committed to customer/client satisfaction. As a professional you will communicate directly with existing and prospective clients across different verticals to identify their needs/pain points and work with the Account Management Team to identify strategies and tactics that can address those. As a point of contact with clients, the Account Coordinator position needs to develop comprehensive product knowledge to help match clients with the right strategies and products, perform demonstrations, oversee the workflow process, and perform other duties to support Account Management and clients, as needed.

A successful Account Coordinator is proactive, positive, and passionate about company offerings and how they create value for clients. You will need to be a skilled verbal and written communicator with excellent presentation, customer service, time management, and computer skills. This position coordinates online and offline planning, and execution of programs related to multiple platforms. Must have advanced knowledge, stay abreast of changes, trends and advances in traditional, digital and social media platforms and be able to share thoughts and insights with clients and team members.

This role may also be tasked with other project management opportunities to advance our clients brand identity, both online and off. You should be adept at using your communication skills to collaborate effectively with various internal teams and advance initiatives forward with respect to time and budget. You will review the tasks and goals needed to be completed with the team, and work with the clients to manage expectations and deliver the product that they envision.

**Responsibilities**

- Coordinates with Account Owners to oversee implementation of client marketing projects and programs that support marketing initiatives and goals.
- Creates and executes online and offline media campaigns that include the development, implementation, measurement, and management of programs across various primary and connected channels including websites, blogs, social media, email and other online and offline communities and channels.
- Gathers data on campaigns to evaluate and improve campaign performance.
- Assists in development and sharing of insights on audience(s), balancing the threshold for marketing messages and content consumption.



- Tracks campaign budgets, gathers information on the competition, and ensures that campaigns are complying with laws or guidelines.
- Stays in tune and understands evolving social and online platforms. Informs others on the team.
- Works with Account Owners in the planning and execution of special events. Includes attendance and onsite management at events outside of normal business hours.
- Management of day-to-day client activity as assigned.
- Other online projects and assignments deemed necessary from VP, Marketing.

### Required Skills

The duties and responsibilities described above are the essential functions of the job. The qualifications below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Maintains expertise (current, broad, and deep) of all media landscapes, online and off
- Demonstrated experience in placing media online and off
- Experience and comfort employing analytics and data to drive decisions
- Strong verbal and written communications with demonstrated documentation
- Bachelor's degree and interest in Marketing, Advertising or Public Relations.

### Organizational Values/Expectations

The position is required to uphold agency values and pursue the agency purpose and mission with enthusiasm and integrity. Specific expectations include:

#### Clients First

- Always understand what the client is trying to achieve
- Execute on a higher level
- Continuously evaluate and improve
- Deliver remarkable results

#### That's On Me

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust



- Leave it better than you found it

### Learn & Grow

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

### Better Together

- Take Ownership; directly handle problems
- Be proactive in taking responsibility and offering solutions
- Learn from mistakes and adjust
- Leave it better than you found it

### Do The Right Thing

- Bring positivity to the work and the workplace
- Act with integrity
- Champion the creative spirit and the diversity of thought
- Celebrate our shared successes