

## Account Manager (Digital Focus)

### DESCRIPTION

*Account Manager (Digital Focus) is a hybrid role. You'll work primarily as the lead contact for a number of client accounts, helping to coordinate between the client and the necessary team members at Bouvier Kelly. Additionally, you will serve as a liaison to our Digital Strategist and Integrated Media Director as someone who understands the digital marketing ecosystem and can provide insightful, actionable strategy when called upon. When New Business pitches or clients arise that have a heavy digital component, you'll take the lead on working with the team to develop and execute a cohesive, forward-thinking campaign.*

### DUTIES

- Serves as the account team lead and meets regularly with digital, creative and public relations members to coordinate agency efforts on behalf of assigned clients, accounts and projects.
- Has a knowledgeable command of the digital marketing world, including (but not limited to): social media, email marketing, digital advertising, SEO and other tactics.
- Presents, sells and defends all agency work/proposals to clients and/or supports other client service team members in these functions.
- Proactively studies clients' industry, competition, brands, products/services, marketing developments and the results generated by agency work.
- Fulfills the brand planning function of recommending primary or secondary research, developing insightful Creative Briefs and presenting them to the creative team to kick-off a project.
- Prepares client invoices, proposals, marketing/media/public relations planning, client budget updates, estimates and monthly agency sales/AGI projections.
- Maintains a high level of client contact and responds promptly to all client communications.
- Alerts agency President immediately to any issues that arise related to the client relationship or account.
- Checks, proofs and approves creative/production materials, copy, layouts, and production art, and coordinates client approval of same.
- Ensures prompt collection of accounts receivable.
- Develops and coordinates project timelines and budgets with all relevant agency personnel and has responsibility for account/agency profitability.
- Actively seeks additional projects/new business from client contacts.
- Proactively seek appropriate new business, including directly researching/contacting prospects, preparing proposals and RFP responses, and presentations.
- Keeps apprised of progress of clients' projects in order to deliver agency product in a timely manner.

- Advises agency partners of opportunities for new business in assigned client industries.
- Continuously works to upgrade knowledge and skills through available reading, courses and seminars.
- Other duties as assigned.

### **QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- B.A/B.S. degree in related field and/or related experience.
- Ability to follow directions, comply with standards of performance, and make corrections when instructed.
- Ability to work independently as well as with a team.
- Ability to work a flexible work schedule, including being available for overtime and on-call assignments when needed.
- Ability to read and write at a level sufficient to effectively communicate within the standards of this position.
- A valid drivers' license.
- Meet company drug screen, criminal background and driving record standards.