



the right talent for the right agency

Account Executive Job Description

As Account Executive is quite a generic job description, it is useful to include a reference to the discipline in the job title such as:

- Digital
- BTL/Design
- ATL/Press
- Direct Marketing
- Sales Promotion
- PR
- Recruitment Advertising
- Print
- Other

About us

Here you need to include information about your agency such as:

- The number of years you have been established
- The number of employees

About our clients

List which sectors you specialise in and include a list of your top clients. It may also be useful to list the specific accounts that the Account Executive will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

Here we have summarised the main duties that an Account Executive would be required to undertake. Top and tail this section with requirements that are specific to your role:

- discussing the products, services and requirements of each particular client;
- setting up meetings with clients and other agency staff;

- delegating work to other members of the agency team;
- working with the account manager to brief media, creative and research staff, and assist with the formulation of marketing strategies;
- liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively;
- overseeing the status of advertising campaigns;
- negotiating with clients and agency staff about the details of campaigns;
- presenting creative work to clients for approval or modification;
- meeting deadlines and prioritising tasks;
- handling budgets and managing campaign costs;
- writing reports, keeping records and financial details;
- helping to secure new business;
- undertaking administrative tasks;
- monitoring the profitability of accounts;
- managing administration staff (in some cases);
- becoming familiar with the nature of clients' products, business culture and competition and understanding the possibility of changes to these;
- monitoring the effectiveness of campaigns;
- arranging and attending meetings and reporting on key decisions.

Team structure

A suggestion of the candidate's team and how that team fits within other departments would be useful here as each agency varies vastly on team structures.

Candidate requirements

Here you need to state how many years experience is required/preferred, whether they need to have done any specific training or gained experience in specific sectors.

State what qualifications are required for the role e.g. a minimum of 3 GCSE's or a masters?

What we offer

State what salary you will be offering and whether there are any benefits included such as:

- Company car
- Car allowance
- Bonus
- Profit share
- Overtime
- Pension
- Healthcare

- **Life Assurance**
- **Free Parking**