

Marketing Account Executive

Seeking individual with marketing expertise as it pertains to school district communications and/or political-local government communications.

Are you ready for an opportunity to explore and grow your talents across the many disciplines within the marketing mix? Are you seeking a fast-paced boutique agency environment that is known for its powerful messaging with a wide range of clients, where no two days are the same? If you answered "Yes" to all these questions, you may be the next Account Executive at The Impact Group (IGPR.) We develop integrated campaigns and creative content for our clients. They demand a lot. So do we. As an Account Executive, you will spearhead strategies, coordinate project-specific teams, implement creative campaigns to meet client goals, and generate measurable results. Your organizational talent goes without saying, but you bear it in a manner that underscores your leadership skills: low on ego, big on laughs, collaborative, client-minded, and professional.

What you'll do:

- *Client relationship management and strategy*
 - Build strong relationships with all school district and political/local government clients at appropriate levels
 - Function as the day-to-day contact on accounts
 - Stay in regular communication (in-person, phone, e-mail) with clients, including scheduling and coordinating meetings, etc.
 - Set strategic direction and generate new ideas for client programs
 - Partner with design team on development of creative direction
 - Write proposals and make presentations to clients for new programs
 - Look for opportunities to grow existing business and gain referrals
 - Manage all projects on a daily basis, meet deadlines, ensure project meets original strategy and objectives set at the start of the project
- *Internal team management*
 - Stay in constant communications with team members
 - Provide weekly status report and daily informal updates to VP of Client Fulfillment
 - Lead and participate in weekly Client Services meetings, including project/team meetings
 - Work to keep internal teams motivated and high-functioning
- *Budget management and administration*
 - Manage budget projections
 - Work to ensure projects are executed on time/on budget
 - Keep up-to-date on daily timesheets and administrative work

What you'll need (qualifications):

- Bachelor's degree in journalism, marketing, business, or communications
- 8 - 10 years of marketing experience; **at least 5 years of agency experience required**
- Excellent verbal and written communication skills
- Ability to build rapport quickly with clients

- School District and/or Political-Local Government knowledge
- Experience managing direct reports preferred but not required
- Experience working with integrated client teams including account and creative resources
- Ability to travel required although the travel requirements would be extremely light

What's desired, but not required:

- Use of Google analytics reporting
- Use of social media digital advertisements
- Success leading existing client programs (positive metrics, awards, on time/on budget)
- Proactive development of new client business
- Understanding of client-agency business; ownership of accounts
- Proven history of establishing and building strong, consultative relationships with clients

In addition to a competitive salary, The Impact Group offers a full, comprehensive benefits plan, including medical/pharmacy/dental plans, paid time off, paid holidays, a 401(k), disability plans, and flexible spending accounts.

Please send resumes to: tspeaks@igpr.com