

At &Barr, it's not what we do, it's why we do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

JOB TITLE:

Senior Account Executive

REPORTS TO:

Group Account Director

JOB SUMMARY:

Senior account manager responsible for Client and Agency success across marketing and advertising initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Is the voice of the Client at the Agency, and as such develops in-depth expertise on the Clients' business and industry, including current competitive information, industry trends and overall technological advances.
- Builds relationships at appropriate Client level, establishing rapport and credibility based upon trust, delivery, and expert counsel.
- Maintains confidentiality while working closely with Client regarding all aspects of business.
- Persuasively, professionally, and effectively communicates in both a verbal and written manner.
- Provides strategic counsel to Clients on marketing/advertising.
- Ascertains Clients' needs and effectively communicates them back to both the Client and Agency teams.
- Develops proactive business building ideas for Client and Agency.
- Recommends, oversees, and sometimes conducts research to help establish benchmarks, ascertain brand awareness and perceptions, and to inform or evaluate advertising campaigns. Ensures ongoing evaluation and analysis of advertising efforts.
- Coordinates the development of advertising activities in accordance with Client objectives, timelines, and budgets, with internal departments including offline and online media, digital marketing and analytics, creative, and production.
- Secures Client and Agency approval on media and creative briefs, media plans and creative work. Opens or directs team on project requests, submits change orders and approvals.
- Provides clear and complete direction to Agency teams on all projects.
- Coordinates with production team to carry out Client-approved projects within budget, time, and ROI goals.



- Submits weekly status reports and meeting agendas to Client, as well as meeting conference reports.
- Represents Account team at photo and broadcast shoots.
- Manages advertising and production budgets, estimate approval, and Client billing.
- Produces and facilitates bi-annual Client business reviews.
- Trains, mentors, and manages direct reports.
- Plays a key role in refining and updating internal Agency Account Service processes and best practices to ensure efficiencies and accuracy across accounts.
- May participate in new business pitches.
- Understands and follows all agency procedures, including time sheets, expense reports, processes, and paperwork.
- Works with Group Account Director to manage account P&L and ensure profitability of account.

QUALIFICATIONS:

- BA/BS degree in related field preferred
- A minimum of 5-7 years of account management experience required
- Agency experience preferred
- Hospitality/tourism industry experience a plus
- Ability to handle stressful situations and deadline pressures well
- Ability to plan and carry out responsibilities with minimal direction
- Demonstrate a high level of initiative and work well in a team environment
- Detail-oriented and analytical

COMMUNICATION ABILITY:

Ability to read, analyze and interpret information from a variety of sources, such as trade journals, research reports, white papers and data to effectively present information in one-on-one and group situations to customers, clients and other employees of the organization.

REASONING ABILITY:

Ability to define problems, collect information, establish facts and draw valid conclusions based upon information furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS:

Personal computer proficiency expected. We use the Apple suite of products as well as Microsoft for Apple. Experience with the following programs preferred: Excel, Word, PowerPoint, and Keynote. Microsoft Outlook and SharePoint. Workamajig experience a plus.

LEADERSHIP RESPONSIBILITIES:

May supervise the work of an Account Executive, Assistant Account Executive and/or an Account Coordinator. Will interface daily and lead account direction and task management



with the media, digital marketing/analytics, production, creative and finance teams at the agency.

WORK ENVIRONMENT:

Fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision. Reasonable accommodations may be made to enable individuals to perform the essential functions.

