



ASSOCIATE ACCOUNT EXECUTIVE

The Associate Account Executive's main focus is the day to day execution of agency campaigns, managing programs from start to finish. The Associate Account Executive is tasked with designing, budgeting and supervising campaigns' which meet client objectives and assist with growth of assigned accounts.

PRIMARY RESPONSIBILITIES

- Have an understanding of assigned client's business and brand objectives
- Maintain outstanding, accountable client communications and relationships via phone contact, written correspondence and face to face meetings
- Source and manage field staff across multiple markets
- Develop training programs and related materials for field staff
- Assist in developing and maintaining marketing strategies/plans and creative platforms for assigned clients through effective presentations and proposals that are rooted in research and measurable outcomes
- Occasionally participate in Sales and Marketing process by proposing marketing solutions for new business acquisition
- Assist with management of program execution, budgets, timelines, client communications, vendor relationships and reporting responsibilities for assigned clients
- Develop and implement a program metrics plan that measures effectiveness and communicates value to clients
- Cultivate relationships with vendors and recognize unique opportunities with an emphasis on profitability
- Coordinate with upper management and/or Business Management department to maintain client contracts, proper insurance coverage and certificates, and personnel documentation on assigned programs
- Research and identify key cross-branding or cross-promotional opportunities to enhance results and value of client programs
- Assist upper management in forecasting account development and day-to-day management of program execution
- Travel as necessary to various markets for the purpose of training, client facing, implementing and trouble-shooting non-local programs



REQUIREMENTS

- Bachelor's Degree
- Project Management experience
- Able to work effectively on a team and autonomously
- 1-3 years' experience in brand management and/or experiential/integrated marketing
- High proficiency with Microsoft Suite Applications, including: Outlook, Word, Excel, and PowerPoint
- Excellent communication skills: written, verbal and visual
- Promotional experience in the field a plus
- Flexibility, versatility and willingness to take on a wide range of responsibilities
- Extremely detail oriented

Please send resume to: HR-Chi@go2eventlink.com