



adclub
metropolitan washington

Job Bank Form

Equals Three Communications

Account Executive/Research

Position Location

Bethesda, MD

Position Type

Full-Time

Position Reports to

Vice President – Account Services

Position Description

The Account Executive has daily contact with the client. Under the guidance of a Supervisor, the Account Executive should be able to function independently on a day- to- day basis in a variety of areas. They liaise between the client and a range of agency staff in order to coordinate the details of advertising campaigns. Advertising account executives work closely with their clients throughout campaigns, managing administrative and organizational work, to ensure completion on time and on budget.

Responsibilities:

- **Accounts:** Possesses an intimate knowledge of production schedules and constraints; reviews all creative paperwork and resulting product for accuracy; oversees preparation of conference reports and meeting agendas; achieves strong client peer relationships; is primary client contact for tactical work and contributes to tactical discussions during client meetings; presents revised creative to client.
- **Management:** Oversees management of production schedules; takes proactive steps to mitigate obstacles to adhere to timelines and schedules.
- **Research:** Conducts secondary and primary research, and ensures the accuracy of its synthesis; edits agency boilerplate for appropriateness to specific responses; reviews final response to ensure that all requests are fulfilled; assists with development of oral presentation.
- **Agency:** Participates in agency meetings; attends agency training; provides direction to appropriate agency staff; seeks opportunities to attend industry seminars and events; reads industry publications.
- **Fulfillment:** Ensures delivery of accurate correspondence and Creative material to client for review and final delivery.
- **Strategic:** Drafts Creative Work Plans; assists with the development of strategic communications plans; interacts with Creative department to begin an understanding of its role in strategic communications.
- **Supervisory:** Responsible for performance of account coordinator and assistant account executive, including hiring and performance reviews; responsible for quality of work of Account Coordinator and Assistant Account Executive, including oral and written interactions, both internal and external.



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Qualifications

- Four year undergraduate degree and significant experience in client relations.
- Must have minimum of 2 years of agency/client or other *directly* related experience.
- Significant research (both secondary and formative) capability.
- Well-developed interpersonal skills
- Knowledge of industry and social/consumer trends and current issues.
- Strategic thinker with excellent analytical, oral, writing and presentation skills
- Must have financial experience in creating and managing budgets and timelines
- Thorough understanding of agency communications/strategic planning process.
- Able to demonstrate strong leadership characteristics

Other

Equals Three offers a competitive compensation package based on experience. Benefits include medical, dental, eye care, 401(k), Flexible Spending Accounts (FSA's) for both Healthcare and Dependent Care, and a transit (eTrac) program.

How to Apply

Interested candidates should send their resume to hr@equals3.com no later than **January 05, 2010**.

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