

CAREER OPPORTUNITY: ACCOUNT EXECUTIVE

Here Molly Girl is seeking a full-time Account Executive to join our growing team.

PRIMARY AIM

The Account Executive will create value for our clients by going above and beyond to serve their needs.

The Account Executive will represent Here Molly Girl by being the client's main point of contact and creating or facilitating work as it relates to the client's contract.

RESPONSIBILITIES

Each Account Executive will be assigned a group of clients that will be his or hers to manage. This includes but is not limited to:

- Goal setting – set monthly, quarterly and annual goals for the client
- Strategic Planning – Create a plan for how we will reach those goals and what metrics we will observe to ensure the goals are met.
- Measurement – Stay up to date on client initiatives through actively tracking, measuring and comparing in order to reach our goals
- Lead monthly brainstorming session – The AE will schedule and lead a monthly brainstorming session with the HMG team, which includes a meeting agenda, goals, results from previous efforts and metrics from the previous month
- Process/Systems development – Each AE is responsible for developing certain processes or systems that ensure client work runs smoothly.
- Content production – AEs are responsible for content production in whatever iteration we need to achieve their goals. For instance, if we need to create a mailer for a client, the AE will write the copy, facilitate the design with the Creative Team, obtain a printing quote, have postcard approved by client, pull mailing list, send to print, etc.
- Client Communication – The AE is the primary point of contact for the client and should respond to emails or phone calls within a timely manner. The AE should keep the client up to date on everything going on with a project and should communicate weekly to dos.
- Stay on top of client demographics and psychographics – The AE should ensure he or she stays up to date on our clients' clients.
- Ferret out opportunities – The AE should be proactive, not reactive, in finding opportunities for his or her client. For example, if there is an event in town that would benefit the client to sponsor, the AE should bring this opportunity to the client's attention with enough time to execute the project.
- Monthly client meetings – The AE should meet in person or via video conference with the client at least monthly.
- Pull end-of-month data – The AE is responsible for pulling data for the client's EOM report. The AE will analyze the data, write the overview and send to the client.
- Work with Creative Department – The AE is responsible for working with the creative team on all graphics. The AE should provide all pertinent information to the designer (size, copy, applicable images, etc) and give the designer ample time to complete the work, taking into consideration full agency workload.
- Weekly one-on-one with owner – Each AE will have a weekly, 30-minute one-on-one meeting with owner to ensure we are all up to date with what's going on.



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- Weekly team meetings - the AE will meet with the HMG team weekly to stay up to date on client projects
- Identify new opportunities for growth with current clients – The AE should identify potential work outside the scope of the client’s contract in order to grow the business organically.
- Maintain Project Management system – The AE will maintain his or her clients’ boards in our project management system to ensure that all work is completed. It is the responsibility of the AE to complete tasks in a timely manner and to keep the board up to date with the current week or month and archive completed projects and boards.
- Prioritize for the Creative Team – Because the designers work with multiple AEs, it is the responsibility of the AE to give the designers realistic time frames for all creative work and photography.
- Photography and videography – When “big camera” photography or videography is not required, it is the responsibility of the AE to take those photos and videos.
- Vendor relations – Each AE will work with HMG vendors (printers, ad reps, etc) to obtain quotes, spec sheets, etc and to submit artwork as is required for each client.
- Time tracking – All time must be tracked
- Client happy’s – Each AE should do something nice for his or her clients once per quarter. This could be a bottle of wine, a handwritten note, etc.

REQUIRED SKILLS

The individual in this role will be an integral part of the Here Molly Girl team, and certain traits are vital to his or her success. Those traits include:

- Prior client management experience (minimum of 3 years)
- Strong writing and communication skills
- Experience with all social media platforms
- Ability to think short- and long-term
- Excellent time management a must

REQUIRED CHARACTERISTICS

To be successful in this role, the candidate must have certain characteristics. Those characteristics include:

- Hyper-organized
- A self-starter
- Ability to multi-task on a daily basis
- Resourceful
- A team player
- Willingness to pitch in where needed to get the job done
- Data driven



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TO APPLY

If you read this job description and thought, "That's ME!," we'd love to chat. Please email a copy of your resume along with a cover letter describing why you think you're the best person for the job and at least two examples of instances in which you've served as an Account Executive. Applications may be sent to Katy Doss at katy@heremollygirl.com.

Incomplete applications will not be considered.

Job Title	Account Executive
Department	Client Services
Reports To	COO
Location	Auburn, Alabama/Virtual
Job Type	Full-time
Required Experience	3+ years
Salary	Negotiable based on experience
FLSA Status	Exempt
Open Date	Dec. 10, 2020
Close Date	Open until filled

