

## 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.

### **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

### **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.
- 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
- Content production – AEs are responsible for content production in whatever iteration we need to achieve the client's 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.



# CAREERS

- 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.
- 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.
- Measurement – Stay up to date on client initiatives through actively tracking, measuring and comparing in order to reach our goals
- Regular client meetings – The AE should meet in person or via video conference with the client regularly.
- 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 team meetings - the AE will meet with the HMG team weekly to stay up to date on client projects
- 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 basic photography or videography with a phone is 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

## 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](mailto:katy@heremollygirl.com).

**Incomplete applications will not be considered.**

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|---------------------|--------------------------------|
| 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           | Jan. 3, 2022                   |
| Close Date          | Open until filled              |

