



## **ACCOUNT EXECUTIVE/SENIOR ACCOUNT EXECUTIVE\***

Here Molly Girl is seeking a full-time Account Executive or Senior Account Executive to join our growing team. The AE/SAE is the liaison between the business and our clients and is responsible for a wide range of tasks.

### **RESPONSIBILITIES**

#### **Client Management**

- Build and maintain strong relationships with clients.
- Understand clients' business objectives and marketing goals.
- Act as the main point of contact between the agency and the client.

#### **Project Management:**

- Develop project timelines and ensure deadlines are met.
- Coordinate and manage various marketing projects and campaigns.
- Collaborate with different teams within the agency to deliver client projects.

#### **Strategy Development:**

- Work with clients to define marketing strategies and objectives.
- Assist in the development of marketing plans and campaigns.
- Provide strategic recommendations to improve client ROI.

#### **Campaign Execution:**

- Oversee the execution of marketing campaigns.
- Write copy; oversee internal review.
- Provide information to design and web teams
- Ensure that all marketing materials and assets meet client standards and objectives.
- Monitor and optimize campaign performance.

#### **Data Analysis:**

- Analyze campaign performance data and provide insights.
- Use data to make recommendations for campaign improvements.
- Track key performance metrics and report results to clients.
- Prepare end-of-month reports on performance, including analysis of data.

#### **Digital Media:**

- Develop strategy for all paid digital campaigns.
- Coordinate with creative team for paid digital creative.
- Stay up-to-date on digital media changes and trends.
- Develop monthly content calendars for client.
- Lead creation of photo, graphic and video content for organic media.

#### **Administrative Tasks:**

- Maintain organized client files and documentation.
- Maintain Monday.com boards
- Manage administrative tasks related to client accounts.

## REQUIRED SKILLS

- Critical thinking
- Exceptional communication skills
- Writing excellence
- Extensive knowledge of all major social media platforms
- Ability to learn new tasks quickly with guidance
- Ability to manage time and a variety of tasks at once while still producing great results
- **3+ years of account management experience**

## SKILLS THAT PUT YOU AHEAD OF THE PACK

- Google Ads strategy and placement\*
- Meta Ads strategy and placement\*
- Google Analytics experience
- Previous copywriting experience

*\*Must be able to demonstrate knowledge of Google and Meta ad placement*

## IDEAL CANDIDATE

The ideal candidate for this position will be:

- Smart
- A self-starter
- An excellent writer and communicator
- Organized
- A problem solver
- A fast learner
- Enjoyable to be around\*

*\*Sense of humor and witty sarcasm a plus.*

## BENEFITS

Full-time employee benefits include:

- 401k program
- Profit Sharing Program

## GET IN TOUCH

If you're ready for a rewarding career with lots of opportunity for growth, and if the description above fits you, please email Katy Doss at [katy@heremollygirl.com](mailto:katy@heremollygirl.com).

*\*Job title and salary commensurate with experience level.*