

## **Account Manager**

Reports to Vice President, Director of Client Services (DOCS)

Love & Company of Frederick, Maryland, a leading marketing, advertising and sales management firm in the senior housing field, seeks qualified applicants for account manager. We take pride in having a top-notch team of creative marketing professionals, a diverse group offering extensive experience in the senior audience as well as in their specific areas of expertise.

The account manager is a central point of contact between clients and the rest of the agency. The ability to communicate the needs of each party, clearly and concisely, makes all the difference between running an account smoothly or not. The account manager develops the relationship with each client and needs to be able to work on many different tasks for several clients simultaneously. The account team member is also responsible for ensuring results-oriented projects are completed on time and on budget. The goal is to become a member of the client's team, not just a vendor. This position requires periodic travel.

### **Primary Responsibilities**

- Effectively manage accounts on a day-to-day basis, as well as develop long range plans to meet client needs
- Work with DOCS and Director of Senior Living Marketing to identify additional business opportunities with clients
- Prepare reports and proposals, and organize and file project documentation
- Work closely with and coordinate client work with the creative, production, research, media and billing departments
- Participate in new business development efforts

### **Detailed Responsibilities**

- Effectively manage accounts on a day-to-day basis, as well as develop long range plans to meet client needs
  - Practice clear, concise and accurate oral and written communication
  - Present proposals clearly and strongly
  - Proactively identify and respond to client needs and opportunities
  - Communicate project schedules, process, drop dates/run dates, REPS codes, etc., with client
  - Enter REPS lead source codes and budgets as necessary
  - Compile campaign results/spreadsheet data entry
- Work with DOCS and Director of Senior Living Marketing to identify additional business opportunities with clients
- Prepare reports and proposals, and organize and file project documentation
  - Prepare meeting reports, creative development guides, project updates and status reports regularly
  - Draft project schedules and budgets
  - Keep all project documentation on file in a neat and organized fashion
- Work closely with and coordinate client work with the creative, production, research, media and billing departments
  - Daily interface with traffic/creative
  - Proposal estimating/preparation of short proposals
  - Production coordination (lists, quantities, due dates, specs, etc.)

- Project pre-billing
- Prepare Creative Development Guide (CDG) and Job Input Form (JIF)
- Prepare project schedules with traffic/production manager
- Participate in new business development efforts
  - Assist in the development of proposals for new clients
  - Meet with potential clients to develop new business opportunities

**Qualifications:**

The person we are looking for will have the following experience and capabilities:

- Three to five years of account management and marketing experience, at least two years in an advertising/marketing agency
- Proven track record of solid account management specifically for creative projects, including direct mail, print advertising and collateral materials
- Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- Excellent organizational, communication and people skills
- Advanced knowledge of Microsoft Office (Word, Excel, PowerPoint)
- Optional, but helpful: basic knowledge of Macintosh computers, especially with Microsoft Office; database management, especially with REPS
- Ability to travel overnight when necessary
- Bachelors degree

Bonus qualifications—marketing planning

Candidates with the following additional experience are welcome:

- Developing annual marketing plans and budgets
- Working with research and creative teams to develop strong positioning strategies and marketing materials
- Planning monthly and quarterly senior living marketing and sales activities and budgets
- Consulting with clients on an ongoing basis to monitor the effectiveness of their marketing efforts and identify areas for additional training or modification

**Compensation/Benefits:**

Salary will be commensurate with experience and qualifications. We have a comprehensive package of benefits which may be discussed in more detail in person should we meet.

**How to Apply:**

Please send us:

- A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- Your résumé
- Your recent salary history and salary requirements

Please mail or e-mail the materials to:

Lisa Pearre, Vice President, Client Services  
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 153-D West Patrick Street  
 Frederick, MD 2170  
 info@loveandcompany.com

No phone calls, please.