

Account Manager/Account Coordinator

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

Directed by Senior Living Sales Consultant and/or Senior Marketing Account Manager

Love & Company of Frederick, Maryland, a leading marketing, advertising and sales management firm in the senior housing field, seeks qualified applicants for account manager/account coordinator. 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.

This account team member is a central point of contact between clients, the site-based senior living sales consultant, 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/coordinator 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

- Support site-based Senior Living Sales Consultant
- 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

- Support site-based Senior Living Sales Consultant
 - Manage client account and projects
 - Write reports and proposals
 - Write copy for client-produced tactics, i.e. lead base and wait list communication; incentive promotions; short-term turnaround efforts
 - Coordinate schedules and client communication for sales consultant, as necessary
- 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
- 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

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
 Love & Company, Inc.
 153-D West Patrick Street
 Frederick, MD 2170
 info@loveandcompany.com

No phone calls, please.