

Senior Account Manager
Member of Client Services Team

Reports to: Vice President of Client Services
Status: Full Time, Exempt
Salary Range: \$55,000 to \$70,000, depending on experience

Love & Company

Love & Company, based in Frederick, Maryland, is a national leader in senior living marketing, research, branding, advertising and sales management. We take pride in having a top-notch team of creative marketing professionals with extensive experience in their specific areas of expertise as well as senior living.

Position Overview

The senior account manager's primary responsibility is to manage the day-to-day relationship with clients, ensuring all client projects remain on time, on-strategy, on-brand, and on budget. Involved from client onboarding through project completion, the senior account manager drafts creative and project briefs, facilitates client status updates and provides timely deliverable feedback to the internal team to ensure programs stay aligned and on schedule.

The senior account manager is the primary client relationship contact for project- and singular program-based clients. The senior account manager maintains active communication with his/her client contacts through ongoing status and client delivery meetings, consistently managing clients' expectations and revisions, as well as identifying out of scope requests. Additionally, the senior account manager is responsible for identifying organic growth opportunities within their accounts and working with the vice president of client services to cross-sell agency capabilities.

Primary Responsibilities

- ❖ Manage day-to-day client communications
- ❖ Work with project management team members to ensure timely execution of client programs
- ❖ Work with VP of Client Services to ensure successful launch of new client projects and development of ongoing plans
- ❖ Oversee project profitability
- ❖ Develop a greater understanding of the senior living marketing field

Detailed Responsibilities

- ❖ **Manage day-to-day client communications**
 - Prepare and organize client onboarding materials



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- Prepare proposals for ongoing client work, working with project management team to develop associated estimates
 - Present proposals and pricing for ongoing work to clients and secure approval
 - Monitors overall strategic element quality and correctness
 - Proofread proposals and client facing documents and deliverables
 - Draft agendas for monthly reporting and quarterly planning meetings; take notes, and write meeting recaps from those meetings
 - Schedule meetings to review creative and other work with clients
 - Present agency campaign and project work to clients
 - Maintain specific knowledge of clients and their consumer profiles and awareness of clients' competitors
 - Respond to client calls and emails, working with other agency team members to provide answers when needed
 - Manage out of scope requests at project level and communicate with client to address
 - Document all client communication
- ❖ **Work with project management team members to ensure timely execution of client programs**
- Identify upcoming client needs and communicate to project management with appropriate lead times
 - Work with project management team to create project estimates and schedules, ensuring the PM team has the information it needs to develop accurate scopes
 - Write creative briefs for new projects and distribute to project team
 - Lead internal kickoff meetings for ongoing campaigns and projects
 - Work with client and project team to ensure all needed information for the project is gathered in a timely manner
 - Ensure deliverables/elements undergo internal approval process before being presented to client; proofread as necessary
 - Participate in weekly internal status meetings

❖ **Work with VP of Client Services to ensure successful launch of new client projects and development of ongoing plans**

- Work with VP of Client Services to prepare for on-site discovery/assessment and planning sessions
- Ensure results tracking systems (e.g., call source phone numbers, lead source codes) are in place
- Work with reporting specialist to ensure all needed data and metrics are provided in a timely manner; work with reporting specialist, senior sales advisor and client to resolve discrepancies or problems with client data
- Provide regular status reports to VP of Client Services and client regarding status and results of initiatives
- Assemble monthly, quarterly and annual reporting metrics into regular reports for VP of Client Services' review
- Work with VP of Client Services to develop and present plans and budgets for ongoing client programs and annual plans

❖ **Oversee project profitability**

- Understand campaign/project architecture and estimate structures; work to plan client projects that follow that architecture
- Stay apprised of progress of client's projects through project management team
- Quickly and accurately relay project changes to internal team
- Manage potential "scope creep" in project work; present change order estimates for increased scope to client for approval before completing the additional work
- Review revenue projections workbook semi-monthly with PM team to ensure accurate booked, pending and potential work for existing clients
- Participate in project/program post-mortem meetings

❖ **Other responsibilities**

- Identify opportunities to continually build knowledge of senior living marketing, including learning from other Love & Company team members, and monitoring other information and learning opportunities in the field
- Maintain professional internal and external relationships that meet company core values

Qualifications

This is a mid-level account management position.

- ❖ 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/project 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 and with database management
- ❖ Ability to travel overnight when necessary
- ❖ Bachelor's degree

Application Details

To apply, please email:

- ❖ 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 resume
- ❖ Your recent salary history and salary requirements

NOTE: Resumes will ONLY be accepted with a cover letter and salary requirements

Please apply online at: <https://loveandcompany.com/careers/>
No phone calls, please.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.