

Account Manager

Member of Client Services Team

Directed by: Client Services Director

Reports to: Client Services Director

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.



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Position Overview

The primary responsibility of the Account Manager (AM) is to provide support to the Strategic Services Director and Client Services Director with day-to-day management of accounts, ensuring all client projects remain on time and on budget. Additionally, the AM is responsible for monitoring project profitability. Involved from client onboarding through project completion, the AM quickly and accurately relays changes to the internal team and ensures all required reviews have been completed prior to client delivery of materials.

Additionally, the AM is responsible for reviewing client reporting, assisting with business and competitor research, as well as drafting quarterly recommendations using their marketing and industry knowledge.

Primary Responsibilities

- ❖ Manages project profitability
- ❖ Demonstrates an awareness of core agency service offerings/capabilities
- ❖ Understands campaign/project architecture and estimate structures
- ❖ Maintains basic knowledge of Senior Living field and corresponding marketing tactics
- ❖ Maintains basic knowledge of clients and their consumer profiles
- ❖ Ensures deliverables/elements undergo internal approval process before being presented to client and proofreads as necessary
- ❖ Ensures timely execution of their clients' projects
- ❖ Maintains professional internal and external relationships that meet company core values
- ❖ Other duties as assigned

Highest Level Tasks

- ❖ Client Development/Business Development

- Proofreads proposals and client facing documents and deliverables
- Prepare onboarding materials Identify, measure, evaluate and report on key leading indicators of company performance
- ❖ Discovery/Strategy/Planning
 - Supports in development of Macro-Marketing Plans
- ❖ Ongoing Planning and Reporting
 - Works with Program Manager to develop scope and estimate Quarterly Recommendations
 - Drafts Quarterly Recommendation proposals
 - Drafts Quarterly Recommendations Creative Brief
- ❖ Program Execution
 - Generates ongoing proposals and works with Program Manager for pricing and timelines
 - Quickly and accurately relays changes to internal team
 - Stays apprised of progress of client's projects through Project Manager
 - Prepares change orders with Program Manager assistance
 - Communicates tactical updates and status to clients and internal account team according to established work-back schedules
 - Participates in weekly internal status meeting
- ❖ Client Relations
 - Documents client communication
- ❖ Program Administration
 - Participates in project/program post-mortem meetings
 - Assists in client account review
- ❖ Nurturing
 - Possesses basic understanding of the workings of their client's business and assists with business research
 - Possesses basic understanding of the workings of their client's competition and assists with competitor research

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 submit online at: <https://loveandcompany.com/careers/>:

- ❖ 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 and links to your LinkedIn profile
- ❖ Your recent salary history and salary requirements

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

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.