

SENIOR ACCOUNT EXECUTIVE

Member of Client Services Team

Reports to: Client Services Director

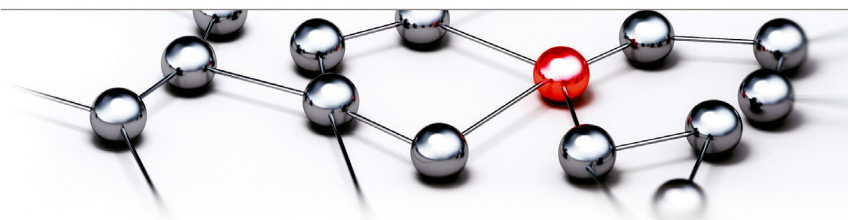
Status: Regular Full Time, Exempt

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.

We believe in providing an excellent client experience by:

- Developing strong and lasting client relationships built on trust and mutual respect
- Being trusted advisors to our clients, bringing experience and knowledge they don't have
- Doing what is right for our clients, for our partners, and for each other. Always. There is no other choice.
- Keeping a firm eye on the future as well as the present, providing our clients with innovative solutions and creative, critical thinking to address their challenges and opportunities
- Continually striving to be better tomorrow than we are today, developing our team members' skills and knowledge, and sharing that knowledge with each other, with our clients, and with the senior living field



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POSITION OVERVIEW

The primary responsibility of the senior account executive (SAE) is to be the strategic and relationship lead for their assigned client accounts, developing strong brand and marketing strategies for their clients, as well as managing the consistent execution of these strategies throughout their clients' programs and initiatives. Responsible for managing their clients' program strategy and profitability, the SAE works closely with sales, creative, project management and integrated media services to ensure that programs are executed on-time, on-budget and on-quality.

The SAE analyzes their clients' monthly and quarterly reporting, providing ongoing strategic and relevant planning recommendations. This role maintains a specific knowledge of their clients' brand and consumer profiles, enabling them to create effective client presentations and pitch materials. In addition, the SAE communicates regularly with their clients about high-level topics, including negotiations and budget conversations (e.g. change orders or out of scope requests).

This is an in-office, non-remote position located at Love & Company in Frederick, MD.

PRIMARY RESPONSIBILITIES

- Develops and maintains relationships with clients' marketing and sales leaders
- Develops and manages implementation of metrics-based marketing plans and strategies for clients
- Analyzes clients' program results, providing ongoing strategic and relevant planning recommendations through quarterly planning, monthly results reporting, and proactively as the situation warrants
- Works closely with and coordinates client work with account manager and project management team members, and sales, creative, integrated media services, and market intelligence departments
- Works with director of client services, data analytics director, and senior sales advisors to identify additional solutions and opportunities for existing clients, and successfully onboard new clients and programs
- Manages client profitability

DETAILED RESPONSIBILITIES

- **Develops and maintains relationships with clients' marketing and sales leaders**
 - ⦿ Serves as primary business owner for both client and internal account teams for all elements relative to their programs
 - ⦿ Maintains professional internal and external relationships that meet company core values
 - ⦿ Nurtures client relationships
 - ⦿ Establishes role as primary trusted advisor to clients' marketing and sales leaders
- **Develops and manages implementation of metrics-based marketing plans and strategies for clients**
 - ⦿ Ensures alignment of initial and subsequent years' goals and objectives, including clients' budget planning
 - ⦿ Ensures alignment of brand strategy/expression and client objectives
 - ⦿ Ensures recommendations incorporate and align with channel strategies
 - ⦿ Writes sections of marketing plan and reviews sections written by others
 - ⦿ Presents and defends marketing plan to clients
- **Analyzes clients' program results, providing ongoing strategic and relevant planning recommendations through quarterly planning, monthly results reporting, and proactively as the situation warrants**
 - ⦿ Works with data analytics director, senior sales advisor and client to ensure data integrity of clients' reporting
 - ⦿ Leads reporting integration meeting with channel managers to develop quarterly recommendations
 - ⦿ Leads quarterly planning meeting with client, presenting prior quarter reporting and next quarter recommendations
 - ⦿ Reviews, finalizes/approves quarterly planning meeting recaps before distribution, to uphold Love & Company standards for quality and integrity
 - ⦿ Manages program budgets

- **Works closely with and coordinates client work with account manager and project management team members, and sales, creative, integrated media services, and market intelligence departments**
 - Works with account manager and program manager team members to write quarterly tactical plan proposals and develop appropriate scopes and schedules for ongoing client work
 - Writes campaign creative briefs and ensures project briefs and work orders are aligned with the campaign creative brief
 - Presents and defends agency proposals and campaign work to clients, and secures feedback and approvals
 - Addresses out of scope requests and changes with clients
- **Works with director of client services, data analytics director, and senior sales advisors to identify additional solutions and opportunities for existing clients, and successfully onboard new clients and programs**
 - Ensures successful client onboarding and successful launch of projects
 - Identifies potential challenges and opportunities for clients, and works with client services leadership and sales partners to identify, develop, and present solutions
 - Develops and demonstrates a pervasive knowledge of core agency service offerings/capabilities
 - Develops and maintains working knowledge of senior living field
- **Manages client profitability**
 - Reviews existing client booked, pending and potential revenue in projections workbook
 - Maintains deep understanding of how internal estimates map back to proposals
 - Maintains knowledge of terms of agreement, including client-specific modifications
 - Manages out of scope client requests and changes
 - Approves out the door invoicing before client delivery
 - Reviews program financial reporting and write off reporting for clients

QUALIFICATIONS

This is a supervisory-level position on the client services team. The individual should have the following experience and capabilities:

- Demonstrated critical thinking skills
- Demonstrated behaviors and skills that align with Love & Company's culture and values
- Broad knowledge of integrated marketing communications strategy development and implementation, including digital and content marketing, direct mail, traditional advertising, branding, collateral production, and public relations
- Seven to 10 years of business-to-business marketing experience and five to seven years supervisory experience
- Excellent writing skills; command of language, grammar and spelling; dedication to error-free work and communications
- Excellent organizational, communication and people skills
- Basic knowledge of Macintosh computers, especially with Microsoft Office Suite
- Senior living marketing experience greatly preferred but not required
- Ability to travel overnight when necessary
- Bachelor's degree

APPLICATION DETAILS

If you are a self-motivated critical thinker who would thrive in this culture and position, please apply online at: <https://loveandcompany.com/careers/>, providing:

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

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

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.