

## Creative Marketing Agency Seeks Senior Account Executive

BBR, an award-winning Louisiana creative marketing agency, is seeking a full-time Senior Account Executive (Sr. AE). The Sr. AE role is crucial to BBR client partners' success – developing marketing strategies and plans that ultimately achieve results, then seeing those initiatives through to completion. Ultimately, a Senior Account Executive at BBR works as a trusted marketing advisor to BBR's client partners.

The position demands an experienced marketing leader who is an energetic, go-getting self-starter. The Sr. AE must show proven success in developing marketing strategies and plans, with the ability to inspire and guide internal and external teams implementing the work. The Sr. AE must be personable, professional, detail-oriented, well-organized, deadline-driven and budget-conscious, and have excellent written and verbal communication skills. Strong team-player skills are a must, as is the ability to manage multiple clients concurrently in a fast-paced environment.

The Sr. AE is most successful when developing goal-oriented plans and strategies for client partners, leading accounts, and ultimately driving the success of the client's business. Success is measured by account retention and growth, team leadership and the Sr. AE's own professional development. The Senior Account Executive reports directly to the Account Service Director.

### Job Duties & Responsibilities:

- Manage and strengthen new and existing client relationships by serving as a marketing advisor, providing ongoing consultation and guidance
- Serve as primary strategist and account planner for all assigned accounts, ultimately driving revenue for the agency and resulting in clients' success
- Manage client communication and coordination on various projects and retainer services
- Intake new project requests from existing clients, offering strategic guidance to develop and present proposed project plans and scopes of work
- Gather and assemble background information for the development of project briefs for each project
- Work with project managers to ensure budgets and timelines are met, communicating key issues to the Account Service Director and client partner as needed
- Ensure that partner's graphic and branding standards are met in all agency-generated work
- Review and approve creative, production materials, copy and layouts before sending to the partner, coordinating approval or revisions according to feedback
- Assist with development and delivery of presentations and reports for clients



CREATIVE MARKETING PARTNERS

- Maintain client files for projects in current development
- Accurately forecast expected revenue and AGI for each assigned account annually and quarterly, noting major changes as they occur
- Participate in monthly Account Service Team meetings, weekly staff meetings and other internal and external meetings as requested

### **Requirements:**

- 5+ years in a marketing or advertising-focused role
- Bachelor's Degree in Marketing, Advertising, Communications, Public Relations or other related field
- Mac proficient
- Competency in Microsoft Office (Word, Excel, PowerPoint) and/or Google Suite (Docs/Sheets/Slides, Drive, Mail, Calendar)
- Candidate must be based in Louisiana with ability to travel to Lafayette, Baton Rouge and other markets as needed

### **Skills and Qualifications:**

- Experience in developing results-oriented marketing strategies, with the ability to turn strategies into actionable plans
- Excellent interpersonal skills, both verbal and written
- Superior organizational skills with diligent and detailed-oriented nature
- Strategic mindset and strong problem-solving abilities
- Experience working in an advertising or marketing agency considered a strong plus

To apply for the BBR Senior Account Executive position, please send resumes to [bwheeler@bbrcreative.com](mailto:bwheeler@bbrcreative.com). Please put "Senior Account Executive" in the subject line and provide two references. Only candidates with relevant marketing or advertising experience will be considered. No calls, please. Applicants selected for further consideration will be contacted directly for an interview.