



Marketing Agency Account Executive

Looking for a **Passionate and Experienced Marketing Professional**

Merlot Marketing is a national, award-winning, full-service marketing agency specializing in branding, public relations, social media, advertising, and media planning and buying.

Strategic Marketing that Matters to the Bottom Line

We understand that our clients' brands exist in an ever-changing digital age - and we embrace it, leverage it, and use it to their advantage.

We are proud of our creative achievements, successful PR campaigns and client growth and are looking for an experienced **Marketing Account Executive** to contribute to our continued growth and success. All team members are expected to be resourceful and detail-oriented and will be required to learn and perform all key marketing disciplines, which may be necessary or desirable to support the agency business.

KEY AREAS OF RESPONSIBILITY: Marketing Account Executive

- Spearhead day-to-day operations of client programs, promotions and projects -from strategic inception to tactical execution
- Represent agency in client meetings/presentations and new business pitches
- Communicate agency philosophy to clients - perform to agency standards
- Cultivate client relationships and value by communicating clearly, concisely, effectively and being proactive, not reactive to client needs
- Responsible for strategic level, tactical level and day-to-day hands-on project coordination and management.
- Add value to clients by recommending creative ideas, strategies and solutions that excite the client and contribute to the growth and success of the client's business
- Help drive and monitor overall marketing strategy while understanding how all marketing disciplines enhance the overall marketing program
- Communicate client's strategic needs thoroughly and effectively to key departments when applicable: PR, creative, media, events/promotions
- Work with internal departments to ensure the delivery of projects and programs that are actionable and measurable
- Set appropriate expectations and timelines both internally and externally
- Create and coordinate client project budgets and billing of projects, programs and schedules
- Coordinate projects and campaigns seamlessly by working with account team, PR, creative and media, production, Web and supplier teams to initiate and facilitate the development and execution of key projects and media strategies to support client goals.

- Analyze overall marketing needs based on in-depth knowledge of the clients' product(s)/service and industry(ies)
- Consistently hit deadlines or coordinate to have them met
- Be a proactive and positive contributor to the agency, its team and its overall culture
- Supervise/train Account Assistants and Associate AE's
- Be a champion for the Merlot Marketing brand both internally and externally
- Embrace and further Merlot's Culture Code

NEW BUSINESS DEVELOPMENT:

- Respond to RFPs via strategic, creative and compelling proposals
- Pitching potential clients
- New business letters and outreach
- New business preparation and/or presentation

QUALIFICATIONS + REQUIREMENTS:

- Minimum 4+ years MARKETING/AD/PR AGENCY experience preferred
- A clear understanding of social media/content marketing, not only from an observer standpoint but as a participant
- BA or BS in marketing, public relations or communications field
- Proven ability to accept responsibility and follow through on all assignments and responsibilities
- Exceptional writing and communication skills
- Experience with public relations and social media is preferred
- In-depth knowledge of traditional and digital media channels, including the role of social media in marketing
- Proficient with computer programs needed to execute the job functions effectively
- Understand and ability to develop marketing strategies

Location/Travel:

This is a full-time position, preferably working in either our Northern CA or Northern NV offices. Remote work will be considered. Frequent travel may be required for client meetings, media engagements/tours and industry conferences.

This position includes health benefits and 401k profit sharing with a lot of potential for advancement within the company. Salary dependent upon experience. Qualified candidates please email a resume, cover letter and salary requirements to Brenda Forman at brenda@merlotmarketing.com.

Be sure to write **Merlot Account Executive** in the Subject Line. Equal Opportunity Employer.