

### **SCALE MARKETING SENIOR ACCOUNT MANAGER:**

1. Do you have experience with and a working knowledge of both Traditional and Digital Media?
  2. Are you passionate about digging into projects to identify pain points and to developing solutions to brand marketing challenges?
  3. Is organization, attention to detail and follow-through second nature to your work style?
- If yes to all, then Scale Marketing would like to meet you!

The Scale Marketing Senior Account Manager serves as the lead point of contact for all account management matters, providing ongoing and proactive client service and acts as the internal champion of assigned accounts on all projects.

#### **The Senior Account Manager will:**

- Maintain an in-depth knowledge of client business, current KPIs and historical activity
- Collaborate with lead partner to identify and grow new opportunities for assigned accounts
- Be the day to day contact for key client personnel
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Work with data team to forecast and track key assigned account metrics (e.g. monthly/quarterly sales results and annual forecasts)
- Prepare reports on account status prior to weekly/monthly client meetings
- Assist with challenging client requests or issue escalations as needed
- Manage budgets and timelines, flagging any changes of scope with time and/or budget implications
- Work with finance team to provide ongoing financial coordination, media reconciliation, client invoicing and account tracking.
- Collaborate with in-house creative team members to ensure projects are completed and in line with media launch dates.
- Be a pleaser without being a pushover.

#### **Key areas of responsibility include –**

##### **Client Onboarding and Planning:**

- Collaborate on market/competitive research and landscape client business category
- Manage onboarding process for new clients (Marketing Services Agreements, AOR letters, credit applications, etc.)
- Participate in planning topline account strategy including suggested media tactics, budget recommendations, target customer focus, etc.
- Own the scheduling of Internal Strategy Meetings & client strategy presentation meetings
- Build detailed strategy presentations with final buys and client presentation meeting agenda

##### **Media Placement, Schedule Tracking and Creative Fulfilment**

- Manage media RFPs and organize submissions for internal review; communicating with media vendors to refine proposals and identify new opportunities
- Obtain order acceptance, contract confirmation documents and airchecks/proof of performance from every media partner to ensure schedules are running properly
- Own communication with Creative department for assigned accounts including submission of deliverables required and obtaining client approvals

- Own communication with Digital department for assigned accounts including dissemination of IOs, budget guidelines and campaign KPIs
- Other tasks as necessary for assigned clients to ensure excellent customer service

#### QUALIFICATIONS

- 3+ years of client account management
- Agency side experience working with both traditional and digital media channels

#### WHAT WE VALUE IN OUR PEOPLE

- Honesty
- Integrity
- Treat Each Other with Respect
- Diversity and Inclusion
- We Treat Our Clients Businesses Like They Are Our Own

#### BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, with generous employer contribution
- Ongoing education & training
- Open office and casual work atmosphere
- Company sponsored events & team building experiences

#### **About Scale Marketing:**

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and be more effective than they ever have. That approach has been paying off, because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.