

Job Description

Job Details	
Position (Title)	Account Executive
Reports To (Name & Title)	Account Director, Luisa Laurelli
Direct Report(s) (Title(s))	N/A
Department	Accounts
Job Type (Exempt / Non-Exempt)	Exempt
Location (ex: Jacksonville, St. Petersburg)	Remote, in FL. Preferably in Collier County or within short commute.
Overview	
Position Summary (Complete the bolded sections)	<ul style="list-style-type: none"> Paradise Advertising & Marketing, a full-service marketing firm is seeking an Account Executive. The person acts as a key individual within the Client Services team responsible for supporting all assigned accounts. This position is supervised by the ACCOUNT DIRECTOR and works closely with all departments within the agency to service the client – that includes Creative, Media, Public Relations, Social Media, and Digital.
Character Traits (Standard / Feel free to add more)	<ul style="list-style-type: none"> Extremely organized, proactive, self-starter with an upbeat, positive, “can do” attitude, flexible to change, ability to adapt and adjust to a variety of situations. Must possess a strong work ethic and takes pride in the quality of their work. Should be resourceful and excellent troubleshooter that keeps going until they find an answer. Have an affinity for attention to detail. Team player who helps contribute however needed.
Responsibilities	
<p>Account Responsibilities</p> <ul style="list-style-type: none"> Assists Account Director with managing key aspects of the client/account – budget, campaign strategy, scopes of work, project briefs and ensuring the strategic plan (including messaging strategy) is executed effectively, on time and on budget. Responsible for overseeing the project/job workflow for assigned accounts, working with the Account Director and Account Coordinator to ensure the efficient flow and coordination of multiple projects from conception through completion and reporting. 	

- Confer with key team members to collect and provide information, support, project changes, meet milestones and fulfill required tasks for each project.
- Regularly communicate status of all projects by means of weekly meetings, status reports and daily updates to appropriate team members.
- Concurrently manages multiple priorities, deadlines, and deliverables.
- Understand and monitor key performance indicators (KPIs) to measure the efficacy of campaigns, with emphasis on monthly reporting and assisting Account Director in providing key takeaways and determining next steps for current and future campaigns
- Alongside Account Director, facilitate client communications while fostering a strong relationship with both clients and internal teams
- Attend relevant internal and external meetings, contributing to agenda development, meeting facilitation and post-meeting recaps and next steps for all stakeholders
- Maintain accurate records of projects, communication, approvals, budget worksheets, etc.
- Manage estimates and billing with Account Coordinator to ensure accuracy and timely invoicing
- Monitor campaign and milestone dates, ensuring accurate and on time delivery and launch
- Proof all client facing documents and conduct QA of client materials (versioning, adherence to specs, accurate delivery information, etc.)
- Provides forward thinking solutions and best practice strategies.
- Able to maintain and set agency internal standards, ensures creative work presented is on strategy and is an appropriate response to the brief. This includes assistance in the development of the creative brief.
- Shall bill at least 1,025 hours per year on billable client work.
- Positively contributes to company culture every day.
- Other duties as assigned.

Social Media / Content Responsibilities - REQUIRES FREQUENT TRAVEL TO COLLIER COUNTY, FL

- Support the Social Media Manager in concepting, planning, scheduling and executing in-market photo/video content gathering.
 - In alignment with content calendar and social media strategy, capture compelling in-destination content based on direction provided by Social and Creative team leads
- Coordinate with Creative/Production to ensure smooth planning and execution of content shoots, as needed

Qualifications / Experience / Requirements

- Bachelor's Degree in Marketing, Advertising, Communications or relevant, equivalent experience.
- 2-3 years of experience in account or project management required, agency experience preferred
- Experience with tourism, attractions, or hospitality clients a definite plus.
- Experience with any of the major agency project software systems such as Workamajig.
- Experience with all types of marketing such as Creative, Digital, Social, PR, Media.
- Proficient in the Google suite of products and all Microsoft Office Suite, especially Excel and PowerPoint.
- Detail oriented and task driven.
- Excellent communication skills required.
- Proactive and solution oriented.

Salary Range (Optional)

- \$55,000

