

ACCOUNT EXECUTIVE
Cleveland, OH, United States



What we are about

Founded in Cleveland, Ohio in 1998, flourish is a full-service marketing agency. For more than 20 years, flourish's interconnected approach to strategy, design, media and technology has helped transform and propel some of the world's most respected brands and forward-thinking businesses. We serve leaders seeking to drive marketplace results and enterprise value in today's increasingly complex, cross-channel, consumer-driven world. At flourish, we understand that whether it's B2B or B2C, marketing value is delivered from human to human [H2H]. Tactics aside, we specialize in making meaningful connections between brands, products, services and the human race.

We're in search of dynamic members to add to our family who possess the drive and willingness to learn, grow, and apply their talents to meaningful work. Whether you are a strategic, conceptual thinker, a client relationship dynamo, a numbers whiz or creative master, we have a place for you.

Let's talk! The next step is yours. Please email a copy of your resume and a brief dialogue regarding your interest in what we do, and why you feel flourish could be a home for your dynamic abilities. Please send your resume to hr@flourishagency.com

Description of Position

flourish is looking for an Account Executive to support our growing marketing and advertising client base. The position would involve strategic planning, relationship management and coordination for clients across a variety of industries and disciplines. The person in this position would lead account growth efforts, spearhead communications with clients, internal teams, and partner vendors. We are looking for a bridge builder, with a high level of accountability and ability to provide unparalleled levels of customer service and project organization - is this you?

Internally, you would work with the agency's creative, media and business development teams to support the overall strategy and tactics of comprehensive marketing, digital and media campaigns.

Responsibilities:

- Serve as the primary day-to-day client service representative with overall responsibility for leading and managing the agency account; including tracking and ensuring the execution of all project deliverables, requirements, timelines and budgets
- Primary day-to-day point person, as needed, with multiple other client agencies
- Contribute to the development of client strategies and recommendations
- Develop POVs, SOWs, contact reports and other account required documentation
- Provide direction and work closely with internal and external teams in ensuring timely and profitable execution of client deliverables

- Ability to ascertain and communicate succinctly important points about the account to leadership team on a regular basis
- Work with media team to gather production specs, parameters, deadlines (including direct communication with media reps), and then communicate details internally to creative team
- Consistently disseminate all materials to media vendors, including detailed traffic instructions with rotation instructions, etc.
- Look for opportunities to expand/develop business (through insights gleaned from day-to-day interactions)
- Develop strategic and creative briefs to effectively and succinctly inform agency teams
- Keep abreast of industry news and trends

Requirements:

- College degree in related field with a minimum of 3-5 years' experience in advertising agency account management, preferably with health and wellness or pharmaceutical accounts
- Ability to demonstrate expertise in account management, building and managing relationships and creative thinking in developing opportunities
- Ability to manage budgets
- Strong written, verbal communication and interpersonal skills
- Demonstrate initiative, self-motivation, assertiveness and be results oriented
- Excellent organizational skills and strong attention to detail
- Quick thinker
- Team player
- Ability to assist in business development efforts, while building and implementing long term strategic account plans
- Brand-building experience is a plus

Physical/Travel Requirements:

- This position is an "in office" environment. Currently, the position does not support a remote workspace
- Limited travel may be required in further support of client needs, goals and objectives

flourish is an agency that is driven and on the move! If you have what it takes, we'd love to have you aboard!