

## Senior Account Manager

**Job Type:** Full Time

**ruckus** - Jacksonville, Fla.

### Job Description

We're hiring a senior account manager to be part of our team in Jacksonville, Fla. Reporting to the director of client services, this position will be focused on sustaining and growing our client accounts. We are seeking someone who is adept at delivering sound counsel and ensuring timely implementation and stewardship of budgets to create success for both our clients and the agency.

Does this sound like you? You're smart, fast on your feet, team-oriented, full of energy and cool under pressure. You know how to keep things moving, you're obsessed with details and not much gets by you. You love a fast-paced, challenging environment and crave the opportunity to learn something new every day. You thrive in a fearless culture of creativity and expertise. What you do matters, and you're out to make a difference. Most of all, you want the "win" for our brands and your colleagues.

The person we're looking for strives for the goal line, keeps meticulous records and is driven by an intense passion for doing work that exceeds expectations. If that's you, we want you on our squad.

### Responsibilities

#### Client Relationships

- Embody and enhance each client's brand voice in all efforts while building and maintaining strong client relationships
- Ensure that clients are aware of all the services ruckus offers
- Facilitate client calls and meetings and provide timely internal updates
- Meet regularly with clients' team(s) to plan and progress account activity
- Take client feedback throughout the development process and act as an intermediary between client and agency throughout the approval process; ensure that all parties involved in projects are informed of all developments, including time, budget and delivery issues, at every stage of the process
- Champion and demonstrate passion for the agency's deliverables
- Challenge client thinking when appropriate regarding campaign objectives and core creative idea/critique work in a constructive manner
- Gather, share and act upon feedback from the client to build satisfaction, recognition of agency value and feed credentials/effectiveness award entries
- Analyze metrics and results with an eye toward continuous improvement

#### Internal/Management

- Brief creative team in a simple, concise manner ensuring they are fully aware of the client's requirements
- Develop an understanding of why creative work has been developed and its relevance to a client's strategy; provide feedback/critique creative work, providing evidence-based opinions
- Get involved in brand/study planning workshops
- Ensure that creative output aligns with client agreement and agency standards, as well being compliant with all the necessary legal and regulatory requirements
- Identify opportunities to improve agency process and optimize profitability
- Create and maintain resource/reference files to assist agency team on assigned projects in conjunction with account leads
- Demonstrate organizational and time management skills to effectively manage work requirements
- Ensure team members are aware of all critical client deadlines to support the prioritization of work
- Take ownership of all accounts within your portfolio, managing upwards when necessary
- Brief appropriate agency personnel on assigned projects
- Ensure that requisite reports are produced in a timely and efficient manner

## Business Development

- Work with other members of the agency to prepare responses to Requests for Information and Requests for Proposals from clients
- Participate in pitch and proposal presentations
- Spot opportunities for new business and share with leadership team
- Actively sell the agency's services and project the ruckus brand and core values

## Strategy/Planning

- Plan and conduct desk and field market research; develop idea briefs for research, account and/or marketing knowledge
- Understand marketing strategies and tactics that will be appropriate and effective for agency clients
- Take client briefs for assigned projects and draft marketing communications proposals for approval by director-level team members
- Analyze clients' marketing budgets and plans and manage projects accordingly
- Review production timelines, monitor progress of projects against timelines and effect timely delivery; manage and update project tracking tools daily

## **Qualifications**

- Bachelor's degree or similar in relevant field
- Case studies showing successful account work with clear role in success
- Strong written and verbal communication skills with uncanny knowledge of Associated Press style guidelines
- Understanding of media planning, digital marketing and social media
- Proven multi-tasking ability and strong project management skills
- Strong negotiation and conflict resolution skills
- High level of analytical and organizational skills with an understanding of marketing metrics and analytics (Google, social, media, etc.)
- Self-starter, positive attitude, sense of humor; can work independently and values collaboration and feedback
- Willing to work in a fast-paced environment with an openness to change as our agency grows
- Ability to work in full Office/Google suite
- Familiarity with project management software such as Asana

## **Experience**

- Account management: 7-10 years (required)
- Writing skills: 7 years (required)
- Digital marketing: 2 years (preferred)
- Health care industry expertise: (strongly preferred)