



## **Position Overview**

### **Sr. Account Executive**

**The Company:** **INtegrated Marketing Services ('IN')** is a full service marketing and promotions agency that delivers strategically designed and flawlessly executed customer marketing and consumer promotion programs. IN is looking for quality candidates for a Sr Account Executive position with one of our top clients in. If you have a passion for developing exciting shopper marketing promotions, a strong client service mentality and a desire to lead clients in strategic planning, this may be the opportunity for you.

We are a division of Advantage Sales and Marketing, one of the country's leading sales and marketing agencies specializing in outsourced sales, merchandising, category management, and marketing services to manufacturers, suppliers, and producers of food products and consumer packaged goods.

**The Position:** The Senior Account Executive functions as a leader of Agency consumer promotion & shopper marketing program deliverables within multiple categories or retail channels. Primary role is to provide leadership as the face of the Agency to the mid-level sales/marketing team during the conception, creative communications design development, retail sell-in, execution & analysis of account/brand-specific programs.

A successful Sr. Account Executive will organize & synchronize a cross-functional team to deliver strategic business planning frameworks, communication platforms, program concept development, effective sales presentations, retail sell-in support, & analysis of results. Must practice effective written and oral communication skills with clients, customers, agency partners & third party vendors.

### **Primary Job Responsibilities**

#### Personal Accountability

Develop & own key influencer relationships that build a trust-based partnership with client teams, agency partners & third party vendors

Demonstrate working knowledge of consumer/shopper marketing landscapes & the client's own industry to develop new business opportunities & potential revenue streams within existing client

Design and lead proposal & program development presentations

Supervise and/or directly manage program execution, budgets, tracking, & post-promotional reporting in accordance with company systems & processes Effective recruiting, hiring, training, & development of direct reports.

#### Cross-Functional Accountability

Partner with Planning team members to develop category, channel, customer & competitive brand marketplace insights, identify most value consumer targets, communication strategy, innovation opportunities, promotion program objectives, strategies & tactical recommendations for programs, leveraging key consumer/ shopper insights that drive purchase behavior change Demonstrate leadership to internal Agency concept, creative design & production team members in order to ensure all deliverables are on strategy & meet client expectations

Communicate & interact effectively with cross-agency teams for all departments and/or clients to deliver timely client decisions and approvals

Identify cross-company ASM Marketing Services revenue-driving opportunities

Successfully manage & develop Agency cross-functional team members

### **Required Qualifications**

Bachelor's degree in Marketing/Brand Management or equivalent work experience. MBA Preferred

3+ years in the role of leader/manager in agency, brand management and/or media production

5+ years of consumer product, brand management, media or agency experience

Must be able to effectively handle multiple tasks & projects simultaneously

Creative self-starter with strong leadership, organization, negotiation, & problem solving skills

Excellent written & verbal communication skills

Must be able to present effectively to large and small groups in a variety of settings

Must be capable of working with third party properties, agencies, suppliers and media organizations

Proficient in MS Word, Excel, and PowerPoint

Travel to the client and/or customer may be required

Are you passionate about Service Excellence, Results, Integrity, Entrepreneurial Focus and Leadership? These are our values at ASM. Come learn why "Winning Together" is more than just words on a piece of paper. It is the vision by which we live our mission as an organization: *"To create outstanding value for clients and customers through superior sales execution, operational excellence and innovative marketing services."*

**For immediate and confidential consideration please contact:**

**Laurie Henderson**

Email: [laurie.henderson@asmnet.com](mailto:laurie.henderson@asmnet.com)

***Advantage Sales and Marketing, LLC is an Equal Opportunity Employer and values workplace diversity.***