



Position Overview

Account Executive- Event Marketing

The Company: **Marketration** is an experiential marketing pioneer that has been creating unique experiences for shoppers and consumers since 1993. As a full service event agency, Marketration provides full creative concepting, asset design and production, logistics management, premium procurement, staffing, training, and field execution. Marketration executes a wide range of events that includes celebrity events, diversity programs, festivals and fairs, guerilla marketing, mobile tours, and retail events. Marketration's clients include the largest retailers and largest consumer packaged goods companies in the world (11 of our clients are found in the top 200 for the Fortune Global 500).

Marketration is a division of Advantage Sales and Marketing, LLC, one of the largest sales and marketing agencies in North America.

The Position: The Account Executive serves as the agency liaison with the client to ensure that the client's needs and objectives are achieved through execution of strategically grounded event marketing programs. Primary role is development, implementation, financial management and post-analysis of promotional programs in conjunction with client and/or customer personnel. A successful Account Executive will deliver measurable results to the client for their brands through flawless program management. Additionally, they must be able to collaborate effectively to deliver on mutual client and retailer objectives. Results will be obtained through effective communication and superior follow-up with the client, customer, internal agency and all third party vendors.

Primary Job Responsibilities

Personal Accountability

- Perform project management duties including: program tracking, timeline development and management, budget management and reconciliation, post-promotional analyses, and internal and external reporting
- Interface with the client on a regular basis to plan and manage programs and events; the amount of interaction with the client will be prescribed by the needs of the specific client service team and client relationship
- Develop effective client and retailer relationships to facilitate communication and execution with internal departments, including creative and production, to ensure that client deliverables are successfully achieved
- Determine project components based on objectives, including concept, event, tactics, associated costs and identify third party vendors who offer those services
- Research, negotiate, and plan with third party vendors and organizations, based upon scope of tactical execution plan, to deliver flawless execution
- Often necessitates securing of a minimum of three (3) third party quotes to secure best rate for service provided
- Collaborate with company's sales force, broker organization and/or marketing team throughout program development, execution, and post analysis
- Build and own complete understanding of managed brands/retailers
- Other related duties as assigned

Cross-Functional Accountability

- Responsible for managing the creative development process and ensuring all concept, graphic design and copy elements are completed with the appropriate communication priorities and client approvals
- Support agency partners with coordination of deliverables and updates
- Communicate and interact effectively with agency team members in all departments and/or clients to deliver timely information and reports
- Other related duties as assigned

Required Qualifications – Account Executive

- Bachelors degree in Marketing, including 2–4 years of equivalent work experience
- Bilingual- Spanish/English
- 1–2 years consumer products, brand or event agency experience
- Creative thinker and self-starter who is able to effectively handle multiple tasks and projects simultaneously
- Strong organization, negotiation, and problem solving skills
- Ability to present to large and small groups in a variety of settings.
- Excellent written and verbal communication skills
- Team player with a positive attitude
- Superior attention to detail
- Able to build and maintain strong client relationships
- Flexible and adaptable to change
- Proficient in MS Word, Outlook, Excel, PowerPoint
- Travel to the client and/or customer may be required

This is a list of the major responsibilities and duties required of the position and may not be all-inclusive.

For immediate and confidential consideration please contact:

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Principals only please

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