

Account Development Specialist

Qualifications:

The Account Development Specialist:

- will have a degree in Marketing, Communications, or Advertising—or demonstrate a solid background and experience in these areas
- must have advanced verbal and written skills
- must demonstrate analytical thinking, personal organization, and interpersonal dynamics
- will have a clear understanding of the marketing communications business.

The Account Development Specialist's function is:

- Developing new clients for the agency according to pre-defined criteria. This includes gathering information about prospective clients, preparing research reports to be used in attracting prospects to the agency, making appointments, utilizing cold call leads, and staying in touch with prospective clients via regular correspondence and mailings.
- Developing media strategies and media plans for clients. This includes research, planning, negotiation, and media buying. Must also maintain contact with media advertising representatives.
- Executing media plans for clients. This includes developing a strategic advertising and marketing plan for client, establishing appropriate media and budgets for clients, and attend to all administrative functions and paperwork required to carry out the finalized marketing plan.
- Providing support to the President and Vice President with the day-to-day management of accounts. This includes ensuring client needs are being met by monitoring projects and by maintaining an effective level of direct contact with the client.

The Account Development Specialist is responsible for:

1. Conducting an effective sales effort that results in a steady flow of new business to the agency. Seeking out new business opportunities, and playing a supporting role in their development.
2. Securing long-term clients.
3. Coordinating all projects/jobs associated with servicing new clients.
4. Working with others to keep projects moving forward on a timely basis.
5. Proofreading copy, artwork, and proofs — ensuring that all work completes the standard approval process before being reviewed by clients and turned over to suppliers by Production Staff.
6. Keeping apprised of the progress of client's projects as they move through the Production Department.
7. Maintaining a prospective client database that contains names, addresses, phone, faxes, email, etc. Also records marketing information about the prospective client, tracks all contacts including mailings, calls, appointments and correspondence.

8. Creating and maintaining “Prospective Client Notebooks” that contain all research/reports and sales information used in soliciting new clients.
9. Keeping contact with prospective clients via regularly scheduled mailings (letters, faxes, email) and phone calls.
10. Looking for new business leads by building contacts with associations, organizations, business and civic groups, as well as suppliers and the media. Reporting potential prospects to the President for approval to proceed with in-depth contact.
11. Soliciting new business from assigned clients when possible.
12. Representing the agency in the community through active involvement in business and civic organizations.
13. Preparing media plans, public relations plans, and creative strategies for the client.
14. Coordinating media and publicity placements for maximum client benefit.
15. Preparing media plans, public relations plans, and creative strategies for the client.
16. Negotiating and preparing media contracts. Booking media space and issuing Insertion Orders.
17. Reviewing tearsheets to verify proper size, position, color, etc.
18. Maintaining up-to-date resource and media files.
19. Gathering and assembling background information for analysis as needed in development of reports, plans, and strategies. Maintaining client files on their business and marketing activities, their competitors, and any associated industries.
- 20.
21. Working in a proactive manner striving to provide marketing plans for clients with the greatest amount of value-added communications.

Please submit resume and salary history WITH COVER LETTER by mail to the attention of Kelly M. Johns, President, 206 West Main Street, Lexington, Kentucky 40507.