

JOB DESCRIPTION

Role: Digital Account Executive	Department : Account Management
Reports To: Digital Account Manager	

Position Summary:

The Digital Executive assists the Digital Manager in executing all digital/online projects and campaigns to ensure successful implementations of digital plans.

Team Size: N.A.

Specific Responsibilities:

- meeting and liaising with clients to discuss and identify their advertising requirements;
- working with agency colleagues to devise an advertising campaign that meets the client's brief and budget;
- presenting, alongside agency colleagues (particularly the account manager), the campaign ideas and budget to the client;
- working with the account manager to brief media, creative and research staff, and assisting with the formulation of marketing strategies;
- liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively;
- negotiating with clients and agency staff about the details of campaigns;
- presenting creative work to clients for approval or modification;
- handling budgets, managing campaign costs and invoicing clients;
- writing client reports;
- monitoring the effectiveness of campaigns;
- undertaking administration tasks;
- arranging and attending meetings;
- making 'pitches', along with other agency staff, to try to win new business for the agency.

Key skills for advertising account executives

- Bachelor’s degree
- 1+ years experience Advertising & Digital field
- Knowledgeable about and experienced with the concepts, approaches and issues involved in digital ecosystem
- Familiar with the timelines, processes and needs of the implementation of digital plan
- The ability to cope with pressure and work to tight deadlines
- Good written and verbal communication skills
- Confidence & Creative thinking
- Good team working skills & Effective organizational abilities