

# Job Description.



## Job Title

Creative Account Executive

## Reports To

Creative Account Director

## Objective

To ensure the best possible client satisfaction through the delivery of high quality creative projects on time, to brief and on budget.

## Job Overview

As account executive you will advise strategists and clients on the most effective way to fulfil their marketing need, as well as managing delivery on client briefs and ensuring the creative briefing process is followed. By collaborating closely with all other teams and with the creative account manager and creative account director, you will support on large integrated accounts and take the lead on smaller nominated projects.

## Responsibilities and Duties

- Support the creative services team on large integrated accounts and leading on nominated projects
- Ensure you have the necessary information to write the creative brief - listen to what is being asked for by the client and strategists, identify the relevant information and ask the right questions
- Assist with creative scheduling through Streamtime software
- Develop an understanding of the client's sector and strategy in order to ensure brief hits the mark
- Follow the creative briefing process for all tasks
- Collate amends to client work and ensure they are correctly implemented
- Ensure deadlines are met
- Lead on weekly reporting (WIPs)
- Monitor time spent on projects and report to strategists if a project is likely to go over budget
- Feedback to account manager and account director on the status of projects
- Seek advice on creative briefs from creative and digital consultants
- Support creative account director on new business activity, including research

## Deliverables Expected

- Excellent collaboration with MC2 delivery teams, strategists and clients
- Managing a prioritised workload and efficient time management of your projects
- Best in class quality work delivered on time and budget that makes a visible difference to the clients' business
- Robust written creative briefs
- Strive for continuous improvement in everything you do

## Qualifications and Expertise

- A passion for the creative industry
- High level of English and IT literacy

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- Experience of working to deadlines
- Preferably experienced working in a creative studio environment
- Competent with MS Office programs and creative Adobe suite

## **Skills**

- Excellent communication skills
- Excellent organisation skills
- Confident, enthusiastic and proactive manner
- Proactive self-starter who takes responsibility for your own workload and actions
- Ambition to learn and grow, with a commitment to excellence and a passion for the creative industry

## **Training Provided**

Training will be provided through the 'University of Life' training and development programme.

## **Scope for Progression**

To Account Manager, Account Director, Creative Services Director, Strategic Account Director