



## infinitee Communications Brand Manager Job Description April 2017

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### OVERVIEW

infinitee is seeking an experienced, energetic, and strategic-thinking Brand Manager/Account Executive to join our team. As a Brand Manager/Account Executive, you will be the connecting link between clients and our agency. You must be able to work closely with our clients so you can comprehend their needs and goals. You will be responsible for the coordination of their projects including communicating clearly to all involved. In this position, you will work with a range of clients ensuring all day-to-day work is executed flawlessly, on time and on budget.

### RESPONSIBILITIES

#### What Will You Do?

- Develop, launch and manage client campaigns across print and digital mediums
- Prepare client proposals, creative strategy briefs, project approvals, estimates, project revisions, proofing and other daily account services
- Coordinate projects with the creative team, establishing schedules, project overviews, production guidelines, and deadlines, ensuring projects stay on budget
- Present marketing plans/strategies and campaign creative concepts to clients. Exposure to formulating marketing plans/strategies is an advantage
- Collaborate effectively with digital media, public relations, website developers, TV production, print production and photography partners as needed to produce comprehensive marketing solutions for each of your accounts and manage processes accordingly
- Negotiate vendor quotes on behalf of your clients, establish project specifications and conduct audits and/or press checks to ensure brand consistency is met through all media
- Manage account relationships with appropriate client stakeholders providing regular status updates
- Take and distribute meeting notes and call recaps after all meetings and follow through on next steps
- Manage client relationships, ensuring client satisfaction
- Be the keeper of your clients' brand guidelines and ensure all marketing materials meet these guidelines and requirements
- Maintain client financials, including billing
- Ensure that the needs of your clients are met on time, and proactively manage project expectations internally and with the client
- Mentor Brand Coordinators and Interns

### REQUIRED SKILLS/KNOWLEDGE/EXPERIENCE

#### What Do You Need?

- Interest in multi-family, commercial, retail, and mixed-use real estate
- 3+ years experience in an advertising agency as an Account Executive
- Bachelor's degree in marketing, advertising, communications or other related field
- Talent for interpersonal, written and oral communication
- Capacity to be highly organized with a strong attention to detail
- Desire to maintain and continually improve personal knowledge base
- Knowledge of SEO, SEM and website development
- Proficiency in social media, email and digital marketing
- Exposure to print media and production specifications
- Professional and positive attitude and appearance

- Ability to:
  - Establish priorities and objectives and make realistic commitments
  - Be a strategic thinker with strong analytical skills
  - Juggle multiple assignments
  - Work in a fast-paced environment
  - Be results-oriented, goal-focused and budget conscious
  - Handle pressure and stress without sacrificing quality
  - Be a team player yet also a self starter who can function independently
  - Balance the needs of the client with the agency
  - Effectively establish priorities and manage multiple projects in a fast paced environment
  - Change course of action when appropriate or necessary
  - Handle feedback then respond accordingly
  - See challenges as opportunities
  - Listen to others
  - Enjoy each day to the fullest

Please submit resumes and references to Kelly Nation via email at [Kelly@infinitee.com](mailto:Kelly@infinitee.com).

We are an equal opportunity employer.