

TRADECRAFT

ADVERTISING • DIGITAL • PUBLIC RELATIONS

ACCOUNT EXECUTIVE

TradeCraft is a full-service advertising and communications firm that specializes in creating unique solutions that deliver results. With offices in San Antonio and Austin, we are a carefully curated team of subject matter experts offering novel solutions based on learned practices, past performance, and trade knowledge. Our approach is focused on developing marketable strategies for the distribution of engaging content across a multitude of channels. We are makers, strategists, project managers, graphic designers, public relations professionals, copywriters, user experience specialists, engineers, media buyers, traffic & print production managers.

In the Account Executive position, you'll be responsible for the flow of a high-volume of marketing/communication and collateral projects in print and digital formats. You'll manage Client needs and objectives, organize projects within multiple systems, provide guidance and oversight to internal teams, present work to Clients, implement the work, and provide follow-up communications. Your job will be to manage the Client's account and act as the key contact between the Client and the agency. As a liaison between the Client and the creative team including designers, copywriters, developers, photographers, production artists and media representatives, you must ensure the Client's needs and goals are being met on every project.

Specifically:

- Manage development and execution of a variety of campaigns plus individual projects
- Guide the creative process across all applicable departments (production, creative, studio, etc.)
- Maintain a strong knowledge of the Client's business to ensure consistent delivery on their needs and objectives
- Communicate clearly internally and externally bringing clarity to all aspects of projects
- Manage and schedule all Client meetings and track time accordingly

Qualifications:

- **Ability to work in-office 5 days per week at our San Antonio location**
- **2-3 years of experience in account management at an ad agency, design firm or marketing-related firm is required**
- Organizational skills. Ability to handle a large number of projects simultaneously and complete them on time with the highest level of quality
- Attention to detail. Review deliverables against briefs, Client requests/revisions, assess proofreading recommendations, connect the dots from project to project across teams and departments
- Excellent people and relationship-building skills. Ability to function as both a member and leader of the team. Ability to develop a strong and trustworthy relationship with the Client
- Understanding of internal and external processes and the ability to navigate through them effectively

- Excellent problem-solving skills and ability to maintain a positive attitude with team members and Clients in stressful situations
- Proficiency in MAC/PC, and Microsoft Office programs and we all standard project management software (Function Point, Asana, Trello, etc.) and communication channels such as Slack
- Bachelor's degree in advertising, marketing, communications or a related field is preferred
- Oversight of Google AdWords and social campaign for current client (increase user engagement, develop a dashboard for management and demonstrate ROI)
- Create and manage social media brand voice and increase followers, tweets, likes and links (LinkedIn, Facebook, Instagram and Twitter)

Benefits:

- 100% employer paid health coverage – eligible on 91st day of employment (dental/vision and family members can also be added – employee paid)
- PTO days are earned after the first 90-days and are accrued at a rate of one half-day per month
- Two weeks paid vacation is also offered after 6-months of employment
- The office will close between Christmas and New Year's Day
- TradeCraft offers a paid maternity/paternity leave program

Job Type: Full-time

Salary: Up to \$55,000.00 per year (based on previous agency experience)

Benefits:

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- Monday to Friday 9 AM to 5:30 PM

TO APPLY, PLEASE EMAIL YOUR RESUME TO INFO@TRADE-CRAFT.COM



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