

## Job Description

Award winning, integrated, strategic branding agency in Rockford, Illinois seeks Advertising Account Executive. Critical thinking, writing and creativity skills required. Will build and support client goals by researching, determining and producing advertising campaigns. Must be able to effectively communicate objectives to creative, all while maintaining budgets. This position will play a key role in managing the firm's relationship with several high-profile accounts and provides essential support to Sr. Advertising Account Executive.

### **Minimum 2-3 years of professional advertising agency experience.**

Preference given to advertising agency professionals with experience in technology, manufacturing, healthcare and higher education industry sectors.

#### General Responsibilities:

1. Working in a proactive manner aimed at providing the client's advertising and marketing plans with the greatest amount of value-added communications.
2. Refine, perfect and assemble background information and analyze as needed in development of reports, plans and strategies.
3. Provides daily administration and assistance to include responding to phone calls and emails, handling mail, production/creative deadlines, media placements, etc. to insure continued client support.
4. Provides support for the Sr. Advertising Account Executive.
5. Provides input in planning stage.
6. Develops agendas, advertising and marketing plans, budget spreadsheets, status reports, proposals, strategies, correspondence and other materials.
7. Manages paperwork and files on client activities, competitors and industry.
8. Ensures all advertising plans and projects go according to approved plans and deadlines, notifies Sr. team well in advance of need so any necessary corrections can be made.
9. Initiates and facilitates the creative process for marketing tactics, including the development of Creative Work Briefs, copy points for copy development and design direction for artwork development and correspondence with creative resources.
10. Assists in supervising production of marketing tactics, including the proofing of artwork and copy to ensure that all work completes the standard approval process before being reviewed by clients and turned over to suppliers.
11. Acts as host/hostess for visiting clients.
12. Presents and sells plans, concepts, brand strategies, campaigns and advertising plans to existing and potential clients. Supports creative and media personnel in selling concepts and plans.
13. Supports public relations efforts, as needed, to maximize client value.

14. Provides clients with budget updates.
15. Measures, evaluates and reports advertising campaigns' effectiveness in reaching targeted market and affecting desired results.
16. Keeps apprised of all relevant client products/services and market developments.
17. Actively seeks additional projects/new business from client contacts.
18. Represents Nadi Creative Branding Group at industry functions – promotes Nadi and is fully familiar with Nadi credentials and specialties.

### **Skills & Experience**

This position requires:

- strong critical thinking and assessment skills
- excellent project management skills, multi-tasking and creative problem solving
- experience in working on fully integrated advertising campaigns
- ability to manage multiple projects on an ongoing basis
- understands the contractual Scope of Work (SOW) across an assigned account, as well as SOW at an individual project level
- ability to manage client expectations by communicating campaign and project status and issues
- proficiency at researching, developing and implementing advertising campaigns and integrated marketing strategies on a local, regional and national level
- exceptional ability to manage the creative process, including concept development and strategic brand management

### **Company Description**

Nadi is a creative group of brand managers, designers and interactive programmers that is dedicated to re-thinking your brand, increasing your marketshare and improving your bottom line -- we are experts in brand strategies, brand messaging and brand positioning.

**Nadi Design** services: corporate brand identities, brand standards guides, graphic design including sales collateral, package design, direct-mail, annual reports, point-of-sale and environmental design.

**Nadi Digital** services: web site design and development, mobile apps and sites, search engine optimization, intranets, CRM applications, e-commerce, social media, digital video, e-mail and mobile marketing and digital catalogs.