



## ACCOUNT EXECUTIVE

BLNKPG is a marketing agency focused on agriculture clients. We are seeking an account executive to work with our account management team on client efforts. The account executive will be asked to participate in setting client strategic direction, leading client meetings, and regularly engaging with team members on developing and executing client work.

### WHY WOULD YOU WANT TO WORK HERE?

We've got the perfect mix of start-up, small agency chutzpah with been-there, done-that agency life lessons. We've got a niche, we believe in it, and we're dedicated to growing smartly within it. We believe in working hard, celebrating successes, and supporting each other. We find skills and hone them, we find weaknesses and challenge them. We enjoy what we do. We don't have a ping-pong table or an expensive coffee machine. But we do have free caffeine, a kegerator, and plenty of work to do.

### ROLES AND RESPONSIBILITIES:

- Provide day-to-day client service and support
- Assist in leading team brainstorming and strategy sessions
- Copywriting: collateral, press releases, social posts, media outreach, etc.
- Develop and implement strategic business plans: social, direct mail, email, media, etc.
- Provide assigned project oversight, including proofreading, routing, spec sheet creation, etc.
- Manage relationships with media partners, event planners, etc., as needed
- Create and assess metric reports for goal achievement
- Track project status, budgets, scope and timelines on a regular basis
- Communicate client needs to other team members effectively (creative, media, project management, account management)
- Delegate responsibility to other team members, as appropriate
- Learn project-tracking system and manage project workflow

### APPLICANT REQUIREMENTS:

- 3+ years experience in marketing or communications fields
- College or university graduate (*business, communications, marketing, technical, or agricultural degrees preferred*)
- Background in agriculture ideal, but not required
- Ability to learn quickly in a fast-paced setting
- Ability to work independently, as well as with a team
- Ability to manage changing priorities, and use time effectively
- Track record of setting goals and measuring success metrics
- Experience in customer-facing communications; comfort utilizing phone, email and face-to-face communication
- Organized, detail-oriented problem-solver
- Creative, innovative thinker
- High verbal and written communication skills
- Social media and digital savvy
- Some client travel may be required

### POSITION LOCATION:

- Fully Remote
- Quarterly, in-person all-team meeting attendance required
- Must be able to travel for client meetings - less than 20% of time
- Must have valid driving license