

Account Coordinator

DESCRIPTION OF THE ROLE

With a passion for both storytelling and analytics, fueled by a results-driven mentality, the Account Coordinator is the day-to-day support for our Account Directors and Account Executives. This role is a critical one to the team- you will need to dig in to uncover challenges and opportunities from a product, search, completion, and marketing standpoint while having the business acumen to conceptualize and create multi-faceted marketing strategies.

Through a deep understanding of our clients' audiences and business objectives, our Account Coordinators will identify and drive growth opportunities, as well as foster innovation that delivers on our client's goals. You will support the Accounts team to constantly push the limits of creativity and today's media channels to change the way our clients connect with their audience.

What we're leaning on YOU for:

- **Love** what you do, come to work **happy**
- Supporting the Account Directors (AD) and Account Executives (AE) on the implementation of client projects so that they run smoothly and efficiently, from developing timelines and coordinating client approvals to preparing materials for client-facing meetings
- Coordinating and managing pre-production and post-production across a variety of campaigns
- Managing marketing campaigns from concept to execution
- Assist AD with formulating and implementing effective advertising and marketing plans for clients
- Preparing creative briefs to effectively drive projects through the creative cycle
- Effectively managing the production cycle from start to finish
- Ensuring superior quality service and ideas are delivered to clients, and then implemented effectively and on time
- Assisting in the preparation of materials for client meetings and regular reports. Ensuring accurate completion and authorization of initiating and supporting documentation.
- Being the brand steward: not only assuring all creative and products meet brand standards prior to going to client, but also keeping internal teams abreast of branding / expectations
- Developing strong agency relationships, to ensure that work is delivered efficiently and to the highest possible standard
- Working collaboratively with other vendors to find cost-efficiencies, while ensuring the best possible creative product across all touch points
- Building trust with ADs and AEs as well as with clients, developing open and honest relationships that organically grows the account
- Managing day to day finances and make sure all jobs are reconciled in a timely manner and are on budget
- Responsible for the day-to-day organization and administration of assigned accounts, and ensuring the smooth and efficient running of the mechanics of the accounts

- Taking responsibility for estimate/ invoice control and queries in liaison with Finance and Production

PRIMARY RESPONSIBILITIES INCLUDE:

Digital Strategy and Marketing for Clients

Provide digital and marketing strategy, alongside of Internal teams, with a clearly defines roadmap for our clients.

- Work with our Account Directors and our various teams and build relationships that open-up client growth and new sales opportunities
- Weekly review of these opportunities with the Leadership Team to determine company contributions to support these efforts

Subject Matter Expert for Digital Sales and Marketing Service Offerings

Be the Subject Matter Expert for Snapshot on all things Digital and Marketing by effectively working with our Accounts teams during client requests and presentations.

- Co-lead weekly accounts team meetings with our Account Directors to identify opportunities to ensure the team is meeting or exceeding all client expectations by creating and showing an ROI on their digital and marketing spends
- Assist the Accounts team to ensure we are delivering on client expectations and expanding our scope of services and ultimately exceeding our sales targets and company profitability on a year-over-year basis
- Be a part of the sales process when available by being our SME and mentor for our account teams
- Take away any barrier from our sales team's success to sell digital or marketing services and give them the confidence we can execute on these services

Execute and Traffic Client Request & Updates

You will assist clients as needed with requests and ensure smooth delivery of services.

Manage Client Projects

You will manage projects as needed with our web, video and digital teams to ensure snapshot delivers kick-ass work for our clients while ensuring we remove the friction from the process (both external and internal). You will oversee deadlines, final deliverables, and quality control.

Skills Desired:

- Strong written and verbal communication skills, and highly responsive
- Strong working knowledge of digital campaign strategy and execution through both organic and paid tactics, including social media, search, programmatic, YouTube, streaming radio, etc.
- Ability to analyze performance metrics and analytics and hare reporting and ROI with internal team and clients
- Eagerness to learn about different industries and business models

- Ability to work independently but also a love of working with a creative team
- Strong problem solving skills, attitude of jump in, research and fix issues
- Extreme attention to detail

Requirements:

- 1-2 years digital marketing/advertising experience or other non-traditional background with an understanding of business strategy, branding, go-to-market strategy, web design, and digital marketing execution
- Bachelor's degree or equivalent experience
- Experience working with Industrial, Health Care and Financial Clients a PLUS.

COMMITTED TO DIVERSITY, EQUITY, AND INCLUSION

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