

Senior Account Executive

Position Description

As a Senior Account Executive, you will execute all aspects of client service. As the link between the agency and clients your mission will be to understand your client's goals and anticipate future needs. You will utilize the agency's resources to meet agency and client needs.

What Makes This a Great Opportunity?

At C|O we change thinking and drive sales by connecting people, passion and food. We're a full-service marketing communications agency making a difference by connecting farms to families—and everyone in between. As a Sr. Account Executive you will get the chance to bring food, agriculture and food tech stories to life. You will work with dynamic clients from sprouting start-ups to global brands. Strategic to creative, farm fresh to spicy imports, you will learn from and inspire a wholesome blend of talent. And you'll get to enjoy a casual, friendly work environment with a culture dedicated to core values. Work from home when schedules allow and bring your dog to work every day – we have a pretty cool office space that fosters problem solving and enthusiasm. At C|O we value ideas, collaboration and results.

Essential Responsibilities

- Serve as the face of the agency to assigned clients and prospective clients from project input through execution of deliverables
- Work within a cross-functional team to deliver marketing/communication platforms, concept development as well as analysis of results for a variety of clients
- Meet with clients to discuss their current and future needs
- Learn the client's business and gain an understanding of key issues, competitive situation and industry trends
- Lead client planning
- Anticipate client's needs and present new ideas
- Collaborate with agency teams to brainstorm strategies, tactics and campaign elements including creative, digital and PR
- Solve problems and negotiate resolution as required
- Share account and project status with internal team
- Manage and monitor client budgets and invoicing
- Address billing questions and resolve invoice/budget concerns
- Proven ability to work in a fast-paced environment with tight deadlines

Experience we are looking for:

- 5+ years of integrated marketing experience
- Must have experience in an agency environment and working with food industry clients
- Proven track record of success driving digital initiatives
- Strong spoken and written communication skills
- Highly organized with good project and budget management skills
- Works well and provides leadership in a team environment
- A professional manner and ability to gain trust and respect of clients and co-workers
- Strong business sense and the ability to make decisions for benefit of the client and agency
- Advanced MS Word, Excel, PowerPoint and Outlook skills
- Ability to travel about 10%
- Bachelor's Degree required