



# THE BEST PEOPLE

## Account Executive Job Description

### The basics

We're one of Ireland's leading marketing agencies. If 2020 has taught us one thing it's that you always have to be prepared to change and evolve. Where many agencies are only now coming to terms, we've been diversifying and growing for the past 2 years.

We're learning new things every day, meaning we're doing even better work for our clients. We've come a long way - we're now producing campaigns that win awards not only in Ireland, but at a European level. In everything we do, we strive to be the best. And to deliver that, we need the best people.

### Who are you?

As an Account Executive with CMS Marketing, you're in the engine room – you'll be dealing with clients every day, resolving issues, managing campaigns; no two days will be the same.

You'll get remarkable experience supporting your team, carrying out a wide range of tasks that will influence its success and that of the agency. At the same time, you'll be picking up the essential skills of account handling. Different account teams may expect AEs to take on different roles. And they may ask for different levels of client contact. But you can play a large part in making sure you get both development opportunities and a diversity of tasks.

### Your broad role

**You will be involved in every area of our business, however your main focus on a day-to-day perspective will involve:**

- Taking client briefs always getting a strong understanding of the specific objectives of the campaign
- Preparing client proposals & responses with the Account Director or Senior Account Manager. You will also be expected to attend presentations where we take our clients through our strategy and creative response
- As the Account Executive, you will have an active role at meetings – where you will draft and circulate minutes & actions after all meetings
- Along with your Manager, you will actively be involved in project planning & preparation through to delivery; e.g., coordinating and administering all aspects of a campaign, producing on-time timelines, briefing our creative team, establishing project plans and critical paths
- You will be expected to attend any campaign / event/activation that you work on to ensure it is being delivered in line with the agency proposal.
- You will also be involved in the post-evaluation of any campaign i.e. Did we achieve our goals? Do we have any learnings for future work?



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### As an Account Executive, you should demonstrate the following competencies:

- You'll be an excellent communicator – the agency depends on prompt and accurate communication, both internal and external facing.
- You will be able to motivate and lead the project team involved. From suppliers to internal departments, you will always have your clients interests at heart
- You will be a reliable team player who will follow up on the commitments you make to clients.
- Proactivity: Anticipate what you may be asked and come to every meeting prepared with all the details to hand (timings, costs, event schedules).
- Attention to detail: The more that clients trust you, the better our work can be. It will be up to you to check that all communications are free from grammatical, spelling and numerical errors.
- The industry & your client's category: It's important to get to grips with your client's world – their challenges and needs. And desk research is a great way to keep up to date. Become the industry expert.
- You'll be a dedicated member of staff. On occasion, you may be asked to work outside office hours. It is infrequent and your line manager/Account Director will be there to make sure you get the time off you need for some R&R.

### Candidate requirements

- You will have relevant (agency preferred) experience or qualification in Marketing (BTL or Integrated)
- Our work takes us through the country, all candidates must have their own car along with a full driver's licence

### Let's do this:

To find out more, please get in touch with  
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### For more on us:

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