



## Job Description

**Position:** Account Associate  
**Revised:** June 6, 2006  
**Prepared by:** Rick Scherle

### Responsibilities

The Account Associate is responsible for supporting Account Managers in their efforts to plan, manage and execute marketing programs. Responsibilities include maintaining and managing client and agency materials (including client webs), coordinating the progress of active jobs and managing the completion of tasks according to project schedules. The Account Associate will work with the internal team as well as with agency partners and vendors.

To be effective, the Account Associate must become familiar with the types of programs Bravo! Marketing delivers and the process by which we deliver them. The Account Associate will gain experience with a wide variety of marketing activities while providing support to the agency team and helping to facilitate the effective delivery of integrated marketing programs. Solid support of both internal and external customers is crucial to our effectiveness and success.

### Areas of Responsibility

The Account Associate will have the following areas of responsibility, with the following relative weights:

Area of Responsibility	Weight
Project Coordination	28%
Vendor Management	25%
Account Manager Support	22%
Client Support	15%
Additional Duties as Assigned	10%
<b>Total</b>	<b>100%</b>

### Goals and Objectives

#### **Project Coordination** **28%**

The Account Associate will assist in specifying and managing client projects. This includes:

- **Schedule Management:** attending client meetings and following up on project schedules between meetings. Updating projects schedules as necessary and deliver to client and account team.



- Opening jobs and following up on quotes and schedules
- Writing contact reports and emails and working to improve communication between Bravo! Marketing, its clients, and partners to ensure that the team is up to date on projects
- Maintaining the job folders on the server file to ensure that work is properly approved and maintained
- Facilitating the transfer of materials (like quotes, schedules, graphic files and copy deliverables) between agency and partners.
- Helping ensure that the account team is prepared for client presentations by gathering materials, helping with presentations and trimming and mounting artwork.

**Vendor Management** **25%**

Submit Requests for Quotes and Work orders to outside vendors, including printers, photographers (custom and stock), media planners, direct mail fulfillment houses, and advertising production departments. Coordinate between vendors and clients to ensure on-time, accurate delivery. Handle creative submission, proofing and press checks as needed.

**Account Manager Support** **22%**

The Account Associate will work to support the activities and efforts of Account Managers, including helping prepare for client meetings, conducting research for presentations, performing basic competitive reviews, proofing work, scheduling meetings, and more.

**Client Support** **22%**

The Marketing Associate will work with Agency Executives to facilitate the relationship between the client and Bravo! Marketing.

- Writing email correspondence and reports, answering the phone and following up on requests
- Updating Bravo! Marketing Client Websites and sending email notifications of updates
- Understanding the roles and responsibilities of those on the account team to be able to traffic client requests appropriately
- Coordinating and scheduling meetings

**Additional Duties, as Assigned** **15%**

The nature of this position will most likely involve other special projects or activities that do not fit neatly into one of the above categories. These will be assigned by management, commensurate the Account Associate's skills and abilities.