

JOB DESCRIPTION

MARKETING SPECIALIST

The Marketing Specialist is an integral part of the Verdin team. This position works directly with clients and reports to the company Vice President of Client Services.

RESPONSIBILITIES:

The Marketing Specialist acts as the point of contact for communication between clients and agency and President on all jobs before submitted to the client. They represent Verdin's point of view, promote and defend the agency's recommendations

ACCOUNT MANAGEMENT:

- Assume responsibility for client brands
- Develop creative briefs
- Develop proposals
- Coordinate client meetings
- Track hours against estimates; monitor budgets
- Handle long term account planning
- Coordinate research and analyze data
- Evaluate creative against creative brief and confirm that project is on strategy
- Ensure that the project/program is completed on time and within budget, and meets defined scope and requirements
- Proofread all copy/jobs before they leave the agency
- Work with traffic manager to initiate and track jobs
- Act as point of contact for most communication for clients and facilitate tasks appropriately
- Manage project communication, escalation of issues, and ensure the final product meets/exceeds clients expectations

OTHER DUTIES:

- Track all time in Workamajig, billable and non-billable
- Business development support where needed
- Provide back up phone support when needed
- Other duties as assigned

Note: Employees may be needed to drive to meetings or run errands for clients or vendors. A copy of a current driver's license and car insurance is required for employee personnel file.