



Emerald Media Group

Job Description

Emerald Media Group - Account Executive

At Emerald Media Group we are anything but ordinary. We look for a very specific personality and skill set in our employees.

At EMG, nothing is ever *good enough*. We're creators, innovators, entrepreneurs and our own worst critic. Every facet of our organization is constantly being reinvented and challenges the conventional. We identify quickly what doesn't work, and focus on finding out what does. We do things differently in an effort to "make college better." Better for the people that work for us as well as those who interact with us.

Failure motivates us. Problem solving energizes us. Experimentation fascinates us. Success drives us. When we've created something great, we move on and strive to create something better.

We are looking for hungry students, with a passion for the practice of modern media and journalism techniques, interested in helping us improve our digital growth on both the business and editorial sides of our media group. If you have a devotion to digital innovation and excellence, thrive in a fast paced environment and are as passionate about helping change the lives of the Emerald staff as we are about changing the lives of those around us, we want you.

Overview

The Account Executive at the Emerald Media Group is responsible for developing and maintaining relationships with clients that utilize our services to market, advertise and engage with the UO community. They are hyper focused on customer service and providing our clients with creative and dynamic advertising and marketing campaigns that are based on the goals and objectives of our clients.

The AE will hold office hours, but also be required to go out on sales calls and develop relationships in face to face meetings. They are also required to deliver all aspects of the clients' advertising campaigns and will need to work with all EMG departments to ensure we are hitting deadlines.

Specific duties

- **Knowledgeable:** Understands and can explain in detail all EMG operations, procedures, and information from the EMG rate card.
- **Calls:** Will make cold calls and follow up calls with new and previous clients to set up meetings to discuss client's EMG options.
- **Prospecting:** Will be required to find new businesses and organizations that will advertise and market to the UO community to successfully manage a specific advertising division.
- **Division Management:** Will be assigned a specific set of businesses that have similar scopes of operation that would like to market to the UO community. Will also need to be creative in division development to produce new or improve existing product offerings.
- **Client Meetings:** Meet and discuss, in detail, the outline of client's advertising and marketing goals and budgets in relations to engaging with the UO community.
- **Relationships:** Will possess the ability to develop and maintain client relationships that help the client reach his or her advertising and marketing goals.
- **Creative:** Will need to develop and conceptualize new and innovative advertising campaigns and engagement strategies for new and existing clients.
- **Paperwork and Filing:** Will sign all contractual paperwork, submit I/O's and fill out work orders and other necessary paperwork. All information about meetings and dealing with clients will be logged in Smart Publisher and archived in their division-tied email account.
- **Smart Publisher:** Is required to use Smart Publisher task management and report-generating tools to track clients needs and booking information.
- **Client Information:** Is required to create and maintain an up-to-date database of contacts and information for all clients that do business with EMG.
- **Internal Meetings:** Required to attend weekly sales meeting and additional meetings, as needed, with creative and studio staff to develop campaign materials and strategies.
- **Goals:** Will be required to meet and exceed monthly goals in terms of advertising, marketing and agency services through booking and signing contracts.
- **Deadlines:** Adheres to all deadlines and procedures for advertising, marketing and service options sold to clients.
- **Other:** Other duties as assigned.

General Expectations:

- Must be a currently enrolled U of O student in good academic standing
- Must be able to balance class load with demands of the position
- Must have excellent communication skills
 - 24 hour response to email and phone calls
 - 2 weeks notices for absences and resignation
 - Relay client information to appropriate departments and personnel
 - Be able to articulate what EMG is and what it does
- Must be highly motivated and task oriented
 - Must be a self starter and work independently with little supervision
- Employees will be held accountable for deadlines, goals, and meeting objectives.
- Must have excellent time management skills
 - Highly organized and able to keep track of assignments and deadlines
- Punctuality (5 minutes early is on time)
- Attend meetings as assigned
- Keeping office hours (20 hours per week, schedule agreed upon with VP of Sales and marketing)
- Handle mistakes professionally, quickly and efficiently (don't be afraid to say you were wrong and take ownership of the solution)
- Help each other out (at the end of the day this is all of our jobs -- carry the sandbags. "That's not my job" is NOT part of an EMG employee's vocabulary)
- Dress code: Must maintain a business casual or business professional appearance.
- When you're in the office, you need to be working on EMG-related business (no class projects or homework is allowed)
- Be a good ambassador for EMG. (you're always representing the brand while you're employed by the organization)
- Must have reliable transportation with up to date insurance and valid driver's license.

Emerald Expectations:

- Must be a creative thinker with a strong desire for innovation. EMG strives to be ahead of the curve and a thought leader invested in developing new trends and needs student leaders that embrace those goals and culture.
- The desire and understanding that ongoing research/education drives the mission of Emerald Media Group and its goal "To make college better."

Experience:

- A strong passion for media, digital media, sales & marketing and project management
- Ability to regularly meet and/or exceed goals, especially under tight deadlines
- Ability to work in a strong, team-driven environment
- A proven work ethic that shows a history of ownership/responsibility