



BLF MARKETING

Account Manager – Marketing Communications Professional

Organization: BLF Marketing
Revised Date: January 19, 2010
Subject: Account Manager Job Description
Filename: Account_Manager_Description

The Account Manager (AM) is responsible for conceiving, coordinating and expediting client marketing communications programs. The AM is responsible for ongoing contact between the firm and one or more clients, and is the primary conduit for movement of information between the client and the firm's personnel. The AM is also involved with developing, implementing and guiding client marketing strategies. The position requires excellent planning, verbal communication and writing skills. BLF Marketing provides a professional office environment with opportunities for professional and personal growth.

I. Job Description

- Education
 - College Bachelors Degree (Major in Mass Communications, Marketing or English preferred)
- Experience
 - 3 years of professional communications and/or marketing
 - Proven ability to understand, influence and foster great creative output
 - Demonstrate expertise in at least one of the following areas:
banking/financial services, direct mail/targeted marketing, media planning, electronic media or strategic planning
- Responsibilities
 - Liaison with clients, partners and staff to expedite client initiatives. Procure appropriate sign offs internally and externally.
 - Generate conference reports to recap results and details of meetings between BLF and its clients.
 - Monitor all project timetables and keep all client projects moving toward completion.
 - Participate in developing strategies, concepts and tactics for marketing, advertising, PR and promotional initiatives.
 - Develop media plans, timetables, budgets and placement orders.
 - Coordinate client web site development with third-party vendor and keep client web site information updated.
 - Coordinate direct mail campaigns.
 - Maintain media rate files pertaining to AM's clients.
 - Procure, accumulate and/or analyze client market data (demographic/psychographic).
 - Maintain client resource files (client reports, samples, relevant articles, etc.)
 - Participate in development of Marketing Plans.



- Research, gather information and interview key sources to deepen knowledge re: client, client's competition, market(s) and/or customers.
- Work closely with the "creative team" to write headlines and copy that inspires and motivates others to action.
- Adapt copy writing style to print media, TV, radio, brochures, newsletters, magazines and news releases.
- Compose concise plan documents.
- Develop proposals for services and budget estimates.
- Job Skills and Qualities
 - Self-starter with ability to meet deadlines and expedite timetables along with others to complete projects.
 - Good planner and organizer of information and projects.
 - Good mathematical skills for developing budgets.
 - Experienced user of MS Word, Excel and PowerPoint software.
 - Proven ability to write for a variety of media such as advertising, brochures, news releases, marketing reports and plans, etc.
 - Knowledgeable of Associated Press or other stylebook.
- Compensation and Benefits
 - Competitive Wage
 - Group Health plan (firm pays 50% of individual coverage); firm pays 100% of disability and life insurance
 - 401(k) program with company match plus profit-sharing
 - Holidays, vacation and sick leave

II. **The Company**

BLF Marketing was founded in 1978 and has 20 employees in offices located in Clarksville and Nashville, Tenn. BLF provides a professional office environment with up-to-date technology and Monday – Friday operating hours.

III. **Location**

Current Account Manager opening exists in the BLF Nashville office.

IV. **To Apply**

Apply only in writing by submitting letter of introduction, resume, at least three references and salary requirements via mail, fax or email to:

BLF Marketing
ATTN: Account Manager
103 Jefferson Square, Suite 103
Clarksville, TN 37040
Fax: 931-552-0785
Email: solutions@blfmarketing.com
Web: www.blfmarketing.com



V. **Interview**

If an interview is scheduled, the candidate should bring an up-to-date resume; examples of planning documents (marketing and/or advertising campaigns); samples of marketing materials, brochures, websites, research projects, etc.; and any other examples to help illustrate experience and capabilities.