

Our client is a full-service integrated marketing and communications agency that provides creative solutions for clients across multiple industries in Canada. As an Account Executive, your role is to execute the development of strategic marketing plans to meet client objectives and captivate audiences within the agriculture industry. Working closely with the Accounts team, connect with internal and external parties to manage the administration and execution of campaigns with seamless workflow, content accuracy and timely project completion.

Account Executive, Agriculture Clients Calgary, Alberta

Reporting to the Director of Client Services (DoCS), with dotted responsibility to Account Directors and/or Managers, you will:

- Be the daily point of contact and organize meetings between the agency and client to ensure objectives and timelines for campaigns are clearly communicated, organized, administered and flawlessly executed
- Support the conceptualization and development of brand strategy, marketing and communications plans, working closely with Account Directors as they provide clients with feedback and recommendations on an on-going basis
- Support the development of creative briefs and content for your accounts by gathering material from internal teams, ensuring deadlines are met, and proofing for accuracy to help Account Managers and Directors drive a campaign forward
- Support the administration, data gathering, and analysis used by Account Directors to determine project cost estimations, timelines and communications for clients throughout the execution of a project plan
- Liaise with internal teams (Creative, Account Managers/Directors, Communications, Production and the Executive VP, Operations & Projects) and external parties (freelancers and vendors) to coordinate workflow, assign deliverables and get approvals to move a project from conception to completion

Your background includes:

- 2+ years' work experience with an advertising, creative, communications or interactive marketing agency preferred. In-house marketing/communications experience with agri-businesses will also be considered
- Experience working with multiple client accounts, contacts and projects concurrently, while completing day-to-day agency responsibilities
- Demonstrated planning, strategic thinking and creative abilities while meeting deadlines in a fast-paced environment
- Experience using CRM, data analysis, and project management software—knowledge of Trello strongly preferred
- Exceptional communication abilities (written, verbal and interpersonal)
- An ambitious, entrepreneurial drive with a demonstrated passion to go beyond the status-quo and support the Accounts team on additional projects

Our client prides themselves on their productive and rewarding company culture and value system. They work hard, but ensure their employees have desirable perks and rewards to maintain a comfortable work-life balance.

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 quoting "Account Executive - #181127"

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Placing Leaders in Canadian Agriculture